
MAGGIE GALLAGHER
PROFESSIONAL PORTFOLIO

Work Samples

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LETTER OF RECOMMENDATION



November 9, 2015

RE: Letter of Recommendation for Margaret Gallagher

To Whom it May Concern,

Maggie worked for Chrome City as the sole employee from May 2014- September 2015. I founded the company in 2014 with a dream to change the status quo of PR in Chicago. Having left my position as Director of Communications at a well known firm, I needed someone strong, eager and ready to work hard as I built the business from the ground up. I chose Maggie as the first hire for my company after interviewing her for a position at my previous company. When I interviewed her, I was on my way out (leaving the company), but I saw something in her that is extremely rare: She was calm, confident and could handle the pressures of the industry.

Maggie was a vital part of Chrome City and the building of foundational relationships that allowed the business to flourish in its first year. As the Marketing Coordinator, she worked closely with the interns and graphic designer and helped develop their roles, oversaw their projects and ensured completion of all assignments. Maggie helped wherever she was needed. She wrote numerous pitches and press releases for a variety of clients, managed and maintained strong media relationships-which resulted in top print, online, radio and tv, media hits- she wrote all social media content for our various clients, created the Chrome City Website, and was helpful in the creative process of new marketing campaigns and was invaluable in the execution.

After a few months Maggie was managing her own clients and was integral in the pitching prospective clients. She was key in the coordination of all client segments for stations/shows including: FOX, WCIU's You and Me This Morning, ABC's Windy City Live, and many more.

I would highly recommend Maggie for any job/position she is being considered for. She is dedicated, loyal and a very hard worker. She is a team player who is willing to jump on any project and can change roles easily. She is extremely reliable and has a beautiful vision. Her enthusiasm for work and life is contagious and she is very special to me and the company. She was a huge part of building Chrome City's foundation for the success it sees today and for that, I am eternally grateful.

Best,

Alex

ALEXANDRIA V. OTT

CHROME CITY

aott@chromecitypr.com

www.chromecitypr.com

LETTER OF RECOMMENDATION



To Whom it May Concern:

This letter is in reference to Maggie Gallagher and her time at Cascade as a Publicist from October 2013 to July 2014.

Maggie is a force with a positive, go-get-it-done attitude and she truly contributed to the growth of my company today. No project was too small. She took direction well, asked the right questions and successfully completed her task list in record time, often creating new, more efficient ways to meet client needs, setting new standards still in practice.

Cascade services mostly startups and we had many opportunities to brainstorm together to solve client situations with affordable solutions. She proved quickly to be an asset in that arena, as well as using many of the contacts in her network to benefit clients.

Maggie is a problem solver. I was never concerned about giving her any task as she was always ready to tackle it. In fact, she consistently sought out more difficult assignments and was doing work at the level of someone who had been in the industry far longer. She executed her bright mind by creating innovative prospective client proposals which she then presented to clients. She was by far the youngest employee to pitch to a client. She is a good listener, very thoughtful and always contributed something meaningful – rare for someone her age.

When dealing with challenging personalities in the media and client world, Maggie showed her maturity in understanding and communicating which lead to the resolution of issues seamlessly. I trusted her judgement and supported her decisions.

There was never a time I had to tell Maggie something twice. She was always on top of it. Always. I could always count on her.

It's clear that Maggie is missed here. One of the things that is missed most is her energy. Maggie always brought life to the office and ideas to our work. In many ways, she was my right hand gal, and I hope that I gave her the foundational experiences in PR, strategy and business that will allow her to be an asset in success for her next company and future clients, and throughout her career. I will gladly snag her back if she returns to Chicago!

I am more than happy to speak with you further regarding Maggie's work ethic, attitude and ability to shine in any situation and through any task.

Sincerely,

Jennifer Fortney
President
773/529-7547

CERTIFICATIONS

10/19/2015

Google Partners - Certification

Google

AdWords Certification

MAGGIE GALLAGHER

is hereby awarded this certificate of achievement for the successful completion of the Google AdWords certification exams.



VALID THROUGH
October 19, 2016



GOOGLE.COM/PARTNERS

https://www.google.com/partners/#p_certification_html:cert=0

1/2

10/19/2015

Google Partners - Certification

Google

Analytics Certification

MAGGIE GALLAGHER

is hereby awarded this certificate of achievement for the successful completion of the Google Analytics certification exam.



VALID THROUGH
April 19, 2017



GOOGLE.COM/PARTNERS

https://www.google.com/partners/#p_certification_html:cert=3

1/2

PRODUCT PITCH

luminAID

National Grilling Month:

With summer in full swing, it seems appropriate that July is, “National Grilling Month.” Who doesn’t love a good cookout? From the savory smells of grilled meat wafting through the neighborhood, to the sound of food sizzling on a charcoal grill, to relaxing in the comfort of the great outdoors, there’s really nothing better.

To help celebrate the month and extend those long-summer days into long summer nights, we want to aid grill masters by keeping the grill lit. Only we’re not talking about what is happening inside the grill, we’re talking about keeping your outdoor barbecue and parties well lit into the night; which is why we are sharing this season’s greatest grilling tool - the LuminAID light.

For more information, please see the below press release or to speak with the inventors/co-founders, who were featured at the Women in the World conference in April and last week's Maker Faire event at The White House, please contact me at [847.373.3118](tel:847.373.3118)



FOR IMMEDIATE RELEASE

Media Contact
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luminAID

Turn Long Summer Days into Long Summer Nights
*LuminAID solar powered lights provide up to 16 hours of LED light,
Perfect for outdoor nighttime adventures this summer*

CHICAGO (June 30, 2014) – The Polar Vortex wrecked havoc over much of the United States this winter, which means most people are itching to spend as much time outdoors this summer as possible. The good news is there are endless options for how to enjoy the warmer weather and if you're properly prepared, those long summer days can turn into long summer nights thanks to an innovative solar powered, inflatable light called LuminAID.

Originally designed to provide relief and safety at night in areas of the world hit by natural disasters, LuminAID has gone on to become a must have summer accessory to pack in a beach bag, backpack or on a bike. It packs flat and inflates to create a lightweight waterproof lantern. When charged outside in direct sun for 7 hours, the light can provide up to 16 hours of LED light and features two settings – low and high. LuminAID lanterns are 100 percent waterproof making them a safety tool for boaters as well.

“LuminAID lanterns not only provide safe lighting at night, but also help extend daytime events into evening outings so the fun doesn't need to stop,” said Andrea Sreshta, co-founder of LuminAID. “The lights are compact and lightweight enough to carry with you at all times so you're ready for whatever summer adventure awaits you.”

There are endless opportunities to use a LuminAID lantern this summer. Here are a few recommendations from Sreshta:

- **Bike the Night:** Clip onto your bike to help light your path home at the end of the summer street fair or to keep your teens safe while riding around the neighborhood
- **Who needs a campfire:** LuminAID lights provide a 10 square foot area of light. The lanterns make a great back up for when the campfire won't start or are off limits.
- **Backyard Movie Night:** String the lanterns on a rope to provide a lighted walkway and to create more ambiance at your next backyard movie fest
- **Beach bag Must Have:** The best time at the beach is at sunset and when you're not quite ready to leave the tranquil setting, turn on a LuminAID lantern and continue the fun
- **Go ahead, Sail Away:** LuminAID lanterns are inflatable and waterproof making them an

- **Impromptu Dinner Under the Stars:** Escape the heat in the kitchen and enjoy an alfresco dinner under the stars in the comfort of your own backyard. LuminAID lights can be hung from trees or laid out in a heart shape to make dinner even more romantic
- **Rock the Night with Light:** Don't let the mosquitos keep you from staying until your favorite band plays their last song at the music festival. Illuminate the night and tell the bugs to buzz off.
- **First Camping Excursion:** Surprise your little ones with their first camping kit complete with a canteen, healthy snacks, a sleeping bag and LuminAID. Then head out for their first outdoor overnight – whether it's in the backyard or national state park.

For more information visit: www.luminaid.com

ABOUT LUMINAID

When we think of our most basic human needs, we often think of food, water and shelter. But when architecture graduate students Anna Stork and Andrea Sreshta were asked to design a product to assist post-earthquake relief efforts in Haiti, they considered the dangerous conditions at night in the tent cities and turned their attention to another critical need: light. They designed the LuminAID light to be easily distributed in time of need by packing and shipping flat. To date, through its partnership with NGO's and relief organizations, LuminAID has assisted thousands of women and children by providing access to light in dangerous situations. Through the Give Light, Get Light program, people who purchase a special LuminAID light for themselves and simultaneously sponsor one to help make light more accessible and sustainable for all.

###

FOR IMMEDIATE RELEASE

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SHAY

SPOT ON GROUP ANNOUNCES NEW DETAILS FOR SHAY

River North Cocktail-Focused Concept to Open Next Month

CHICAGO, IL – The Spot On Group has announced details about their newest concept, SHAY, located at 222 West Ontario Street. The team behind popular River North champagne lounge, Cuvée, has been working on a complete gut-rehab of the space and plans to open next month. Guests can enjoy cocktails and a small bites menu that suits an array of occasions in an upscale lounge environment. The open floor plan and the natural light gives the space the ability to evolve organically throughout the evening- giving guests a unique experience that will span from casual after-dinner drinks to the high-energy atmosphere for which Spot On Group is known.

Open for business Wednesdays through Saturdays, the group is aiming to attract an earlier crowd than the aforementioned Cuvée. They expect a wide range of clientele that find SHAY to be a great spot for a myriad of occasions. “We wanted to create a space much like that of a hotel bar-where guests can enjoy themselves and sample our food offerings and some cocktails early on then stick around as the energy level in the room increases over the course of the night,” said Spot On Group Principal, Jim Pohl. “We will have the same quality service that we have enjoyed giving with our previous concepts, but SHAY will be more accessible.”

Spot On Group has worked to create a space that emits luxury and accessibility. The ethereally inspired interior includes many elements of the earth with layered and lacy finishes to give SHAY a feminine feel. Classic geometries play on the use of light and the warm interior palette refine the space in a transitional way. The symmetrical space has been designed to include two raised VIP areas with entrances on Ontario Street (front) as well as the alley entrance in the back. The bar finishes include the use of fine chain link, mirrors and other materials that reflect the edgier feel of SHAY. Additional touches that add to the

SHAY will release the menus for the bar, table service and food offerings in the coming weeks, a collaboration headed by the Director of Food and Beverage, Jeremy McDevitt. McDevitt joins the Spot On Group team with previous culinary experience at Publican Quality Meats and over two decades of bartending experience. Additionally, the group plans to celebrate the opening of its latest concept with special events for members of the media, event planners and other Chicago influencers.

SHAY is taking inquiries and booking private events now. Those planning events can inquire on the website at www.SHAYchicago.com or the parent site, www.TheSpotOnGroup.com or by calling the corporate headquarters at 312.654.1230.

For more information:

www.SHAYchicago.com

www.TheSpotOnGroup.com

Corporate Office: 312.654.1230

ABOUT SPOT ON GROUP

Formally Downtown Entertainment, LLC, Spot On Group holds a vast amount of experience in the hospitality industry. With its roots stemming from successful establishments like The Union Bar of Iowa City (coined the Biggest Bar in the Big 10 and praised by publications like GQ and Playboy), Downtown Entertainment blossomed in Chicago with the opening of Enclave. Now known as Spot On Group, the team operates the acclaimed River North champagne lounge Cuvée, which regularly plays host to world-renowned athletes, actors, artists, and musicians.

Spot On Group is excited to announce the opening of their new concept, SHAY. Located at 222 W. Ontario, this upscale bar will offer light fare, an inviting atmosphere and a modern, sleek and chic design. SHAY is set to open in late summer following a complete renovation of the space.

###

WEBSITE DESIGN & CONTENT CREATION



CHROME *city*

Home Capabilities Community Connectivity Creativity Chronicle

Home Capabilities Community Connectivity Creativity Chronicle

Chrome City is a communications strategy firm that utilizes traditional and non-traditional mediums to spread the word about your business. Chrome City is founded on the idea that communication leads to community.

CHROME /krom/ (noun): Greek for colour- "to make colorful compounds."

Home Capabilities Community Connectivity Creativity Chronicle

Chrome City's clients range from restaurants to bars, artists to charities. Our clients have a passion for what they do and a story to tell. We are here to tell that story. Check out some of the great brands Chrome City has worked with.

Home Capabilities Community Connectivity Creativity Chronicle

#ChromeHome: Kelly Rizzo November 11, 2015

Marinathon Features Chicago's Finest Italian Cuisine. November 15th November 9, 2015

Featured Posts

#ChromeHome: Jackie Trezzo August 5, 2015

Recent Posts

#ChromeHome Kelly Rizzo November 11, 2015

Marinathon Features Chicago's Finest Italian Cuisine. November 15th November 9, 2015

Home Capabilities Community Connectivity Creativity Chronicle

Chrome City connects our clients with media outlets that propel their stories. We value the strong relationships we have with the following outlets:

abc	WGN	WTTW	WHP	CS	food
EATER	CBS	TRAVEL+LEISURE	Esquire		
OK!	FOX	U	TimeOut	USA TODAY	Forbes
the MICHELIN Guide	ZAGAT	Wine Spectator	NEW YORK POST	FORTUNE	YAHOO!
People	OpenTable	Online.			
5 CHICAGO	DO THIS MORNING	you&me	MEN'S BOOK		

WINDY CITY

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Chrome City's creative services range in nature, depending on the needs of the client. Below is a sample of our work.

Media

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Design

--	--	--

Home Capabilities Community Connectivity Creativity Chronicle

Chrome City is located in Chicago's West Loop neighborhood.

Email: aott@chromecitypr.com Sign up for the Chrome City newsletter:

Address: 917 W Washington Blvd #234 Chicago, IL 60607

Phone: 619.857.8216

Website: www.Chromecitypr.com

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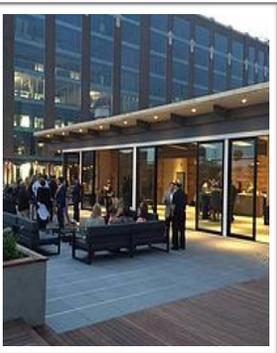
The Man Behind Morgan's on Fulton: James Geier of 555 June 21, 2015

Morgan's on Fulton, opening this fall in the Fulton Market District, is a one-of-a-kind event space, and Chrome City's newest client. We're thrilled to be working with the creative mind behind the space, James Geier, who has



worked with highly esteemed brands such as Yves Saint Laurent, Valentino, and Hermes. The space is a culmination of over thirty years of Geier's innovative design experience. "It's more than a space, it's a place - where people want to be," said Geier.

James Geier graduated from the University of Illinois with a Bachelor's Degree in Industrial Design. He started his design career at Niedermaier where he served as their design director. But Geier was hungry for more, and soon decided to start his own design firm. 555 International Inc., named after Geier's lucky number, launched in 1988. The company has exploded in popularity over the past 27 years and is now a nationally renowned, award-winning design, development, fabrication, and manufacturing firm. 555 International operates in a 300,000 square ft. studio, manufacturing, and finishing location that is home to over 130 employees, including artists, engineers, designers, architects, and craftsmen.



Geier has worked with world famous brands, ranging from sports teams to fashion designers, and everything in between. To name a few, Geier has developed design for the Green Bay Packers, the Dallas Cowboys, the NBA, Gucci, Chanel, A/X Armani Exchange, and Hard Rock Hotels. His work is on display all over the city, as

Geier and his team at 555 are also responsible for the development and design of several Chicago hotspots including Girl and the Goat, Perennial Virant, Soho House Chicago, and Hopsmith Restaurant and Bar.



Nobody knows the design industry better than Geier, and that is what makes Morgan's on Fulton the premiere event space in Chicago. Morgan's on Fulton offers multiple unique

spaces for private events of any size. The sophisticated and industrial aesthetic of the space pays homage to the Fulton Market District's historical meat packing business. Morgan's on Fulton consists of four separate event spaces, each filled with special amenities:

The Rooftop and Penthouse can host up to 250 guests and is perfect for any cocktail party, corporate or casual.

Suite C is perfect if you are looking for an intimate, industrial space. Suite C can hold up to 165 guests and features weathered white plaster walls, raw exposed brick, and wood plank floors.

The Gallery creates opportunities for local artists and curators to show their creative work for an audience of up to 95 guests. When the Gallery isn't displaying art shows, it will feature pieces designed and developed by 555 International including custom art, furniture, and lighting.



The Studio is designed to keep the party going afterwards with color-changing LED lights, built-in bar, and custom DJ booth for up to 135 guests.

Chrome City is honored to have Morgan's on Fulton as one of our newest clients. For more information and photos, visit their website at www.morgansonfulton.com

Featured Posts



#ChromeHomie: Ryan Beshel
August 10, 2015

Recent Posts



#ChromeHomie : Kelly Rizzo
November 11, 2015



Marinarathon Features Chicago's Finest Italian Cuisine, November 15th
November 9, 2015



#FridayFavorites: Chrome City's Favorite



#ChromeF : Greer Worthington
October 21

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THE WALL STREET JOURNAL

LIFE
Restaurants' Secrets to Keeping VIP Diners Happy
Databases, clandestine food deliveries and other ways to please big-sper customers



May 12, 2015 11:59 a.m. ET
When Jim O'Connor walks in for a business lunch at Oceana in Midtown Manhattan, a small army of employees gets an alert. His preferences are immediately printed out by the maître d' on a receipt printer and given to the general manager, server, chef and pastry chef on duty—a quick reminder that he's a VIP who prefers a booth.

Chicago Tribune

Sighting: Drake returns to Chicago Cut Steakhouse



May 20, 2015, 10:20 AM
New restaurants for Drake Thoretor night. No, no. Here's that sighting and a few more from around town.
- Drake must like Chicago Cut Steakhouse. The "Best I Ever Had" and "No New Friends" rapper—who is in town for his show Friday at the United Center—dined there for a second time Thursday. He last dined at Chicago Cut in August.
- Director George Lucas ("Star Wars") had dinner Thursday on the patio at RL.
- Chance the Rapper was on hand Sunday at Virgin Hotels Chicago to support friend Yachtie, who was taking on the hotel's evening lounge, Cortez.
- Jim Belushi ("According to Jim") had lunch May 21 at Gibson's Bar & Steakhouse—Chicago.
- Michael Madson ("KILL BILL") hosted a screening of his classic film, "Reservoir Dogs," Monday at the screening room in the Public Chicago Hotel. Afterward, the Chicago native had dinner in the hotel's Pump Room.

FORTUNE

Top restaurants to spot a Fortune 500 CEO



Chicago Cut (Chicago, IL)
The report's Chicago selection, signed in 2014, has since the list of the nation's most powerful companies with it. The list of Chicago's top restaurants includes Chicago Cut and Blue Bottle and all-around Midwestern food hall "The Aviary." The report also notes that the list of Fortune 500 CEOs is growing, and that Chicago is a hot spot for CEO dining. Chicago Cut is a hot spot for CEO dining. Chicago Cut is a hot spot for CEO dining. Chicago Cut is a hot spot for CEO dining.

bon appétit

20 Fall Cocktails to Be Very Thankful For



We're mixing things up a bit today and bringing the baking fanatics among you an episode filled with stories from the kitchens of two extraordinary bakers. Executive editor Christine Mihalek sat down with Liz Pruitt, one half of the duo behind San Francisco's cult Tartine Bakery, and Claire Park of London's Violet Bakery.
Both women started baking at a young age—and the habit stuck. These days, you'll find them writing beautiful cookbooks like Ptak's new *The Violet Bakery Cookbook*, as well as turning out novel (and healthful) alt-



Where to Eat Great Steak from Coast to Coast



Prime Cuts
From lush, flavorful hanger steaks to juicy break-the-bank porterhouses, restaurants across the country are serving up

People

Robin Thicke & Paula Patton's Romantic Dinner: Kissing & Crab Legs



Tuesday, October 06, 2013 02:45 PM EDT
Robin Thicke's loved-up lyrics came to life this weekend when he stepped out with wife Paula Patton in Chicago.
After the "Blurred Lines" singer's performance at the Allstate Arena in Rosemont, he joined the Shaggy Clown actress for a romantic dinner at Chicago Cut Steakhouse on Saturday.
"They were kissing throughout dinner," an onlooker tells PEOPLE. "At one point, they even stepped outside to stand over the river and hold hands."
Thicke opted for salad and dove sole, while Patton enjoyed salad and crab legs.
"They looked very much in love," the source adds.

NEW YORK POST

A-Rod: Mets could win '3 or 4' titles in next 5 years



- Christie Brinkley and John Mollenkamp seeing her daughter Alexa Roy Joel sing at Cafe Carlyle ...
- Tony Danza, Georgina Chapman and Amy Adley at a dinner for Jo Malone London at SoFi's ...
- "NCIS: Los Angeles" star Chris O'Donnell at Chicago Cut Steakhouse ...
- Kevin Costner taking a photo with one of New York's finest on Central Park South ...
- Kendall Jenner at Equinox Soho ...
- Beverly Gennady Galitskin seeing the Rangers win at MSG ...
- Guests, including Philip Bloch, at the Leonarda hosting Rob Shuter for becoming a US citizen at a bash hosted by Gina de France and Noel Ashman ...
- Antonio Williams talking to Tommy Hilfer and wife Dee about her honeymoon at QVC's FFRNY Shops on Sale benefit on Monday ...



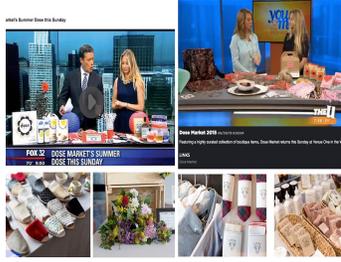
Giuliana and Bill Rancic had a date night at the Mercedes-Benz Evolution Tour with headliners Basille at the Hollywood Palladium. Credit: Getty Images
Tuesday, October 08, 2013 02:45 PM EDT
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"They looked very much in love," the source adds.

TRAVEL+ LEISURE

Chicago's Best Rooftop Bars for Beating This Sweltering Summer



Kensington Roof Garden & Lounge, River North
This spot doesn't have a view of fancy buildings (it's atop Parliament right above a busy address (the nightclub-governor river North), its cool quotient comes from the fact the lounge literally projects into a vintage Chicago vignette of weathered brick buildings, graffiti and the urban chore of the 31. train. Drinks are fresh and beautiful. The food (provided by Nomadist Catering) reads like a menu of delicious, delicious, delicious, delicious, delicious, delicious.



Work Better, Live Better. Dog Market's Summer Dog Show. The show was held at the top of the 31. train. Drinks are fresh and beautiful. The food (provided by Nomadist Catering) reads like a menu of delicious, delicious, delicious, delicious, delicious, delicious.

ZAGAT CRAIN'S CHICAGO BUSINESS



Must-Try Steaks Around Chicago
Chicago Cut's dining room, full of notable names
I looked like a character of someone meeting eating at Chicago Cut Steakhouse in River North.
You could walk through the dining room during the lunch hour without bumping into one of the 100+ people including the names listed below for their being in the city.
The same meat is used in the house prime burger.
Nomadist Catering is the CEO. Michael Parks was seated with Joseph Gullotta, the former (Dorland) Barry Group executive who now heads a team at (Dorland) Capital Management LP.
Not to worry was Governor CEO Michael Banks, who was dining with (Dorland) Group on



cal Restaurant Plays with "Opposites Attract" receipt
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SOCIAL MEDIA: FACEBOOK

facebook

CHICAGO CUT STEAKHOUSE
February 7 · 🌐

Calm before the storm #sunset #riverviews #dinnertime



👍 Like 💬 Comment ➦ Share

Apostle John Eckhardt and 246 others like this.

13 shares

Carlton Marcyan My favorite place for breakfast, lunch and dinner!
Like · Reply · February 7 at 3:30pm

Nell Jansen van Vuuren Great Rib-Eye steaks
Like · Reply · February 8 at 1:18am

Chrome City shared AvanseOrg's event.
June 5 · 🌐

We are THRILLED to merge so many things we love on Tuesday, June 16th. Join Chrome City at the beautiful The Kensington Roof Garden & Lounge for AvanseOrg's Monthly Happy Hour Series. Mentor and mega babe Jessica Zweig of SimplyBe is hosting and we couldn't think of anything better than this! #SimplyBe #Avanse



Avanse's June Happy Hour - at Kensington...
Tue 6 PM · The Kensington Roof Garden & Lounge · ...
Christy Lopez and Alexandria Ott went

[+ Join](#)

CHICAGO CUT STEAKHOUSE
January 30 · 🌐

#ValentinesDay is approaching! Treat your significant other to an award-winning dining experience - message us directly or call 312-329-1800 for availability (mention this post)



👍 Like 💬 Comment ➦ Share

Chrome City shared AvanseOrg's event.
July 27 · 🌐

Our Founder & CEO, Alexandria Ott, will serve as guest host for AvanseOrg's biggest event of the summer! Join Chrome City on August 18th from 6-9pm. We are teaming up with Trish McEvoy and Blowout Junkie West Loop to make some of your favorite Chicagoans look their best as they rock looks local designers. Buy your ticket today and RSVP below!

<https://www.facebook.com/events/138394466494738/>



18 The Sky is the Limit Summer Soirée ...
Tue 6 PM · The Brass Monkey · Chicago, IL
Alexandria Ott and 2 other friends went

[Can't Go](#)

CHICAGO CUT STEAKHOUSE
March 27 · 🌐

The exquisite combination of prime filet steak and red oak green leaf lettuce served with heart of palm, cube carrots, marinated cherry tomatoes and potato croquettes dressed in Coleman mustard #lunchtime



👍 Like 💬 Comment ➦ Share

Chrome City
June 19 · 🌐

We are digging on PureWow's list of Chicago's Coolest Murals with pieces by Hebru Brantley and many more incredible artists. Supporting local artists is essential to the growth of our creative community. #localart #chicagoartists #chromecity

<http://www.purewow.com/arts/Chicagos-9-Coolest-Murals...>



Chicago's 9 Coolest Murals
9 must-see murals around Chicago
PUREWOW.COM

Chrome City
June 30 · 🌐

Oh hey Thrillist and your awesome summer events! So many things to do in the month of July, its hard to choose! What are you planning to do in July? #MambyonTheBeach

<http://www.thrillist.com/.../things-to-do-in-chicago-in-july...>



12 Things You Absolutely Must Do in Chicago This July
You know there are going to be fireworks, but there are also going to be beach parties WITH fireworks.
THRILLIST.COM | BY JAY GENTILE

👍 Like 💬 Comment ➦ Share

NEW CLIENT PROPOSAL: SOLE REVIVAL



THE SOLE REVIVAL

PROPOSAL FOR SERVICES

JANUARY 12TH, 2015

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NEW CLIENT PROPOSAL: SUMMARY

EXECUTIVE SUMMARY

THE SOLE REVIVAL

A custom sneaker company based in the River North area of Chicago, IL. Founded in January 2014, their mission is to promote local artistry, and individualism, as well as, provide superior sneaker customization services, and reaching beyond the “sneaker enthusiasts” to more of a mass market including corporate businesses and non profits. The Sole Revival has an appreciation for the artistic, but has a business mind set as well as a socially conscious heart which sets it miles above its competitors.

CHROME CITY

Chrome City aligns our clients with the communities that strengthen their brand and ultimately share their voice. We take a multi-faceted approach to outreach and custom-tailor every program to the specific goals of the business. We believe in working with people who have a deep-seated understanding of connectivity and creativity. Chrome City's connection to the art world paired with our ability to connect your brand to the masses equates to propelled brand recognition for The Sole Revival.

OVERALL GOALS FOR THE SOLE REVIVAL

Our goal is to increase mass interest in shoe customization, targeting the 70% of the public who do not identify themselves as “sneaker-heads” while simultaneously driving sales through strategic marketing and public relations initiatives that target those audiences. We will continue to keep the other 30% aware of the opportunities The Sole Revival affords them through its high end, specialized product.

- Develop relationships with point people in the sports, business and charity industries.
- Grow relationships with A-List clientele to strengthen following
- Establish mechanism for building steady email database
- Drive consumers to The Sole Revival's website and social media outlets
- Garner publicity and orchestrate opportunities for relevant web conversations
- Increase brand loyalty through strategic events that align The Sole Revival brand with like-minded brands
- Capture the essence of the brand by positioning Ross as an expert in the industry



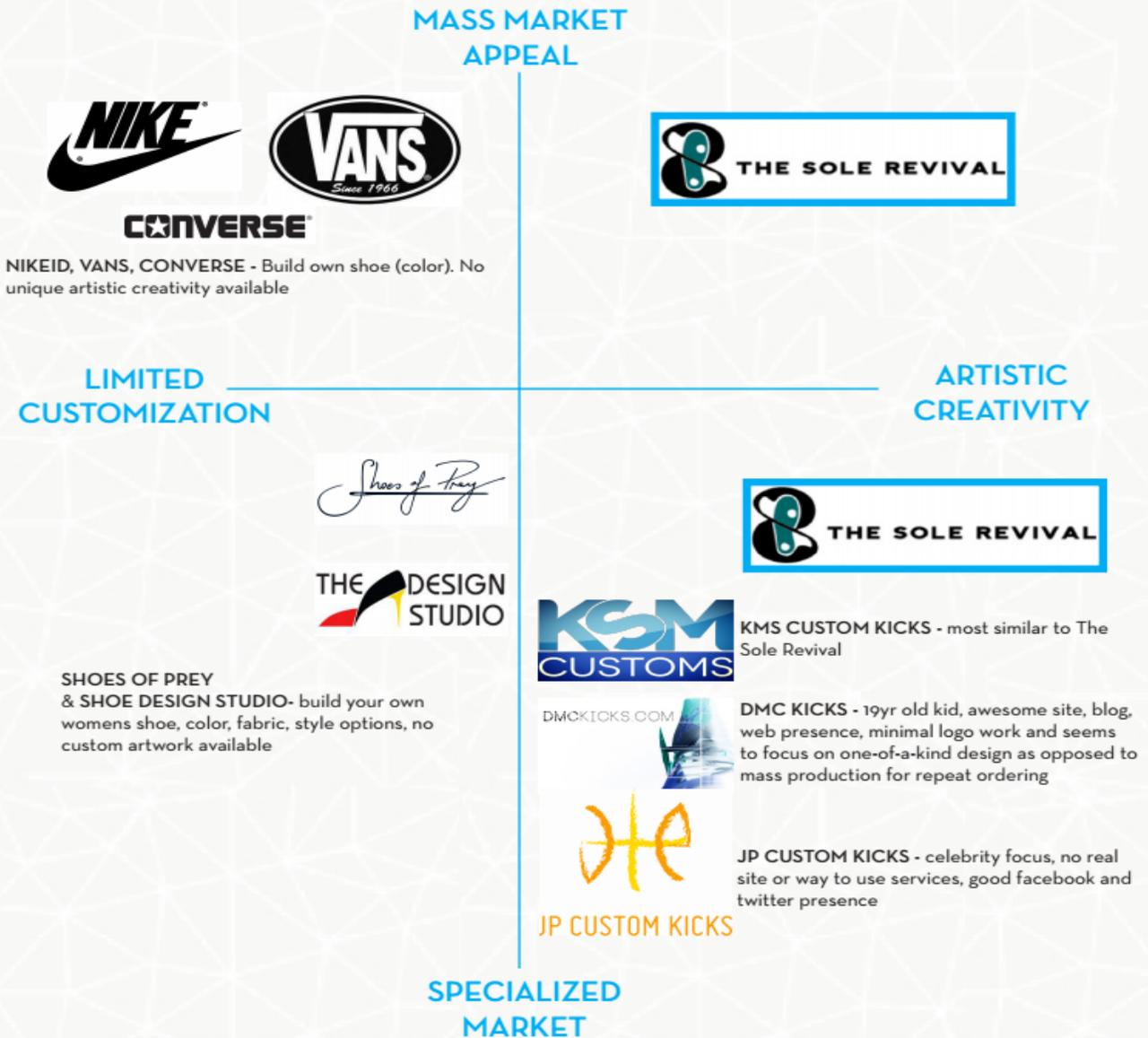
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NEW CLIENT PROPOSAL: COMPETITORS

COMPETITIVE LANDSCAPE

We have researched other brands that provide similar services to The Sole Revival and have analyzed them based on their level of mass market appeal vs. specialized market and level of artistic creativity available. We found that The Sole Revival lives in two places: High Artistic Creativity with Mass Market Appeal and High Artistic Creativity in a very Specialized Market



NEW CLIENT PROPOSAL: SWOT ANALYSIS

SWOT ANALYSIS

We have analyzed your brands strengths, weaknesses, opportunities, and threats as you currently stand in relation to your competitors. We will work with you to address your weaknesses and threats while using every opportunity to highlight your strengths .

STRENGTHS

- Customizable
- Quick turn around
- Business Oriented
- Charity involvement
- Giving back to the community (school)
- Can use own shoe
- Can purchase shoe for client
- First of its kind trying to reach mass market

OPPORTUNITIES

- Sports figures
- Fashion Shows
- Charity events
- Sporting events
- X-games
- Artist partnership
- Restaurant partnership
- Kicks on Fire
- Sneaker News
- Gift giving
- Art Basel
- Gay Pride
- Church events
- Wedding Parties
- Sororities/ Fraternities
- Special events

WEAKNESS

- Limited shoe customization
- Not visible immediately on website for customers
- High price point
- Unclear price point

THREATS

- Similar companies
- Man-power to get recognition
- Budget limitations
- Limited appeal to Mass Market currently



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NEW CLIENT PROPOSAL: TARGET AUDIENCE

TARGET AUDIENCE

We have used our research to narrow down The Sole Revival's three target audience groups. Chrome City's strategy will be tailored to reach each group and tap into the conversations these communities are having.

"Your Dream Is Our Design"

ARTISTIC & LIMITED EDITION APPEAL

High profile customers, sports stars, musicians, fashion shows, magazines. These customers will be drawn to the limitless potential of a unique product. These will sell at a higher price point and will be great for getting press about the company.

- Research agents for A-List Athletes, Musicians, Fashion Designers to pitch custom shoes to their clients
- Research events in town and pitch partnership possibilities with The Sole Revival



"Walking Billboard"

PROMOTION

These will be larger orders from people who want to put their logos on a shoe for promotion during an event or just to wear. Our target here will be point person for organization.

- Research all marathons, charity walks, sporting events in town and what groups will be involved. Contact point person to pitch custom logo shoes for the event.
- Build database of point people for youth, high-school, college, inter mural sporting events to pitch custom shoes.
- Contact point people for local businesses and organizations for custom shoes



"Tattoo on a Shoe"

MASS MARKET

These are the customers who want to get a unique shoe for their personal collection or to give as a gift for a friend or family member. Holidays will be the main focus for this group.

- Promote The Sole Revival as the go to for gift ideas (birthdays, baby showers, father's day, graduation, Christmas, Hanukkah, Easter)
- Research events in town and pitch partnership possibilities with The Sole Revival



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NEW CLIENT PROPOSAL: MARKETING STRATEGY

MARKETING STRATEGY

1

Consistently develop effective marketing campaigns that will highlight the uniqueness of your business and all it has to offer, generating new business and regional and national media coverage for The Sole Revival

2

Creating organic buzz that can be sustained through on-going stories and promotions

3

Building a loyal customer base by reaching out to select patrons and delivering a highly personal experience at every touch-point

4

Assist with neighborhood and corporate outreach. Grassroots efforts with local events to draw these people to the website.

5

Build customized media database that will target local and national entertainment, style editors, television and radio producers, bloggers, columnists and more for print, television and online media coverage for The Sole Revival. Target publications based on various audiences includes:

o **LOCAL TV:** ABC's Windy Live, WGN Midday News, WCIU You and Me This Morning, NBC, FOX Good Day Chicago

o **LOCAL PRINT:** CS, CS Men's Book, Sun-Times SPLASH, Make it Better, Chicago Tribune (Style and Business sections), Factio Magazine, Chicago Parent, Crain's Chicago Business, Chicago Reader, Chicago Magazine, Where Magazine

o **LOCAL BLOGS:** Refinery 29, Tres Awesome, DNA Info, Clotheshorse, Second City Style, Chicago Life Blog, Red Tricycle, Urban Daddy, Thrillist, Cheeky Chicago, Pure Wow

o **NATIONAL BLOGS:**

- **Sneaker-heads:** Hype Beast, Kicks Deals, Sneaker News, Sole Collector, Nice Kicks, Sneaker Freaker, Kix and the City, Jordans Daily, Modern Noteriety, The Shoe Game, Counter Kicks, High Snoberiet, Sneaker Watch, Complex Sneakers
- **Men's Fashion:** Dappered, Gentlemen's Gazette, Kinowear, Put It On This, The Style Blogger, Effortless Gent, Men's Flair, Suitable Wardrobe, Permanent Style

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NEW CLIENT PROPOSAL: TIMELINE

TIMELINE

MID JANUARY

- Agree on goals and objectives
- Sign contract
- Gather all business/background info
- Get photo library in order
- Determine product shots needed
- Begin writing materials

FEBRUARY

- Get all written press materials approved
- Begin all media outreach
- Send out first press release
- Secure interviews for Ross
- Continued competitor research
- Develop list of opportunities for vertical partnerships
- One-off stories (ie- player giving away shoes, etc.)
- Develop copy for business outreach letters

MARCH

- Begin securing partnerships and planning events
- Write press materials for upcoming events
- Begin reaching out to national bloggers to introduce Sole Revival brand
- Continued local press outreach for summer issues
- Continued interviews with Ross (print and TV)
- Continued list development of community groups & community outreach

APRIL

- Design marketing collateral for upcoming events
- Continued press around business, events and partnerships
- Create storyboard for video messaging
- Develop Social Media messaging
- Spotlight on teaching/class for Chicago-area kids & local entrepreneur

MAY - SEPTEMBER

- Begin shift from local to national attention
- Film all video messaging
- Plan purchase-focused event
- Inclusion into summer events with on-site assistance (additional costs)
- Look at advertising opportunities/possibilities