

CHICAGO  STAR

PORTFOLIO

[CONTACT CHICAGO STAR | ADVERTISING@CHICAGOSTARMEDIA.COM](#) | (312) 690-3092

SHOWCASE OF SELECT CLIENTS

Chicago Star Media

Chicago Star Media has effectively helped many clients connect to their target audiences. We are proud to provide select examples of our recent work and initiatives.

- Impress
- Curative Talent
- Sussman Education
- Mariano's
- Joffrey Ballet
- Christkindlmarket
- Navy Pier
- Pinstripes
- WAir Aviation
- Streeterville Week



Impress

Chicago Star was hired by global orthodontist company Impress to help boost client numbers as their business was closing multiple locations in Chicago. We produced a sponsored article for them, circulated a press release and posted on social media.

Most notably, we hosted a successful "Dress to Impress Holiday Bash" event for them, managing everything from invitations to coordination of services and setup. The event drew just under eighty people to the Impress Wicker Park location and was a festive strategy to bring in new attention as well as educate neighboring businesses about Impress.




Curative Talent

Curative Talent, a healthcare staffing agency based in Texas, hired Chicago Star to oversee their LinkedIn social media strategy. We have worked with them to create a social media calendar, create professional graphics that align with their branding guidelines, and draft compelling captions to capture audience attention.

In addition to graphics, our team produced several motion graphic video job posts for Curative to highlight on their LinkedIn page. Aside from social media, we've helped with layout and redesign of their team's informational decks for clients.

[Link to Video](#)

PARTNERSHIP PROGRAM:
Harvard Medical School and Harvard Online




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Executive & Academic Search
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FOR THE LEADERS WHO TRANSFORM HEALTHCARE

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10
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Needed for
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“
Jackie is amazing! Her surgical precision and extensive knowledge have been instrumental in my search. With patience and a nonjudgmental approach, Jackie consistently goes above and beyond to ensure a seamless experience. I am truly grateful for her expertise and commitment to helping me.

Jackie Ramirez
Recruiting Consultant,
Locum Tenens

Family Medicine Physician
Minnesota Based Health Center

Sussman Education

Sussman Education, a children's book distributor and publisher based in New York, engaged Chicago Star as a consultant for book marketing strategy prior to launching a celebrity's new children's book (cannot be named for confidentiality until 2024 release).

The strategy included details on implementing the following:

- Building a book website with SEO
- Social media strategy
- PR strategy
- Creating sponsored articles
- Running an Advanced Reader Team
- Amazon strategy (reviews, ads, and creating an Author Page)
- Getting books into bookstores and airports
- TV/podcast appearances
- Applying for book awards



Mariano's

Mariano's features sponsored content on our website, runs digital ads in Chicago Star newsletters, and partners with us to throw successful events that are attended by community leaders. Events are held in their grocery store locations and connect the community to their local store's staff members, building loyalty and boosting company morale. Ten Mariano's locations previously served as distribution points for Chicago Star's former print newspaper, where locals could receive free copies.

"Mariano's appreciates working with Chicago Star Media! From sharing some of our favorite recipes to hosting events for the readers at our Lakeshore East store, Chicago Star Media gets the Chicago community and our customers!"

– Amanda Puck, Director of Strategic Brand Development at Mariano's

[Link for Newsletter Boost Ad](#)

[Link for Subscriber Boost Ad](#)



Joffrey Ballet

The Joffrey Ballet features sponsored editorial, and advertising on chicagostarmedia.com and in our CityBuzz e-newsletter. Now in our third year as a marketing and advertising partner, Chicago Star editorial reviews are frequently shared in Joffrey Ballet's newsletter, which goes to tens of thousands of subscribers.

JOFFREY ★ BALLE
CHICAGO
ASHLEY WHEATER MBE
THE MARY & SALVIN ARTISTIC DIRECTOR

"SPELLBINDING"
— *Newcity*

THE
NUTCRACKER

TICKETS
START AT
\$36

DECEMBER 3–27 | JOFFREY.ORG

PERFORMS AT:
LYRIC OPERA HOUSE
20 N. Wacker Dr. | Chicago, IL

GROUPS OF 10+ | 312.827.5960 | JOFFREYGROUPS@LYRICOPERA.ORG

THE NUTCRACKER PRESENTING SPONSOR: GTL GUARANTEE TRUST LIFE

THE NUTCRACKER PRODUCTION SPONSORS: AARP, C.D. PROCOCK

2022-2023 SEASON SPONSORS: Abbott Fund, ALDRYWOOD, D P, THE FLORIAN FUND, Anna L. Kaplan, Nancy & Sanford Kolton

Special thanks to Live Music Sponsors Sandy and Roger Darneault, Sage Foundation, and The Marisa and Arnold Teitel Fund for Live Music.

Joffrey Company Artistic Team: Katherine. Photos by Todd Rosenberg

JOFFREY ★ BALLE
CHICAGO
APRIL 19–30

THE LITTLE MERMAID
A BALLET BY JOHN NEUMEIER

HAPPENING NOW

Opening night of Joffrey Ballet's 'The Little Mermaid'
Stormy skies and traffic jams didn't keep The Joffrey Ballet's supporters away from opening night of "The Little Mermaid."

READ MORE

Christkindlmarket

Christkindlmarket selected Chicago Star as its official market media sponsor for the 2022 markets that spanned three locations. Chicago Star produced and directed the market's official video, executed its mug launch strategy and created custom stories, video, photo and social media. The comprehensive campaign included print and digital media.

In 2023, we returned as its official mug launch sponsor and captured professional photographs to release the first pictures of the new mugs before the opening of the markets. This included several sponsored articles featuring the photos and a campaign where we partnered with local influencers to pose with the mugs in our photoshoot.

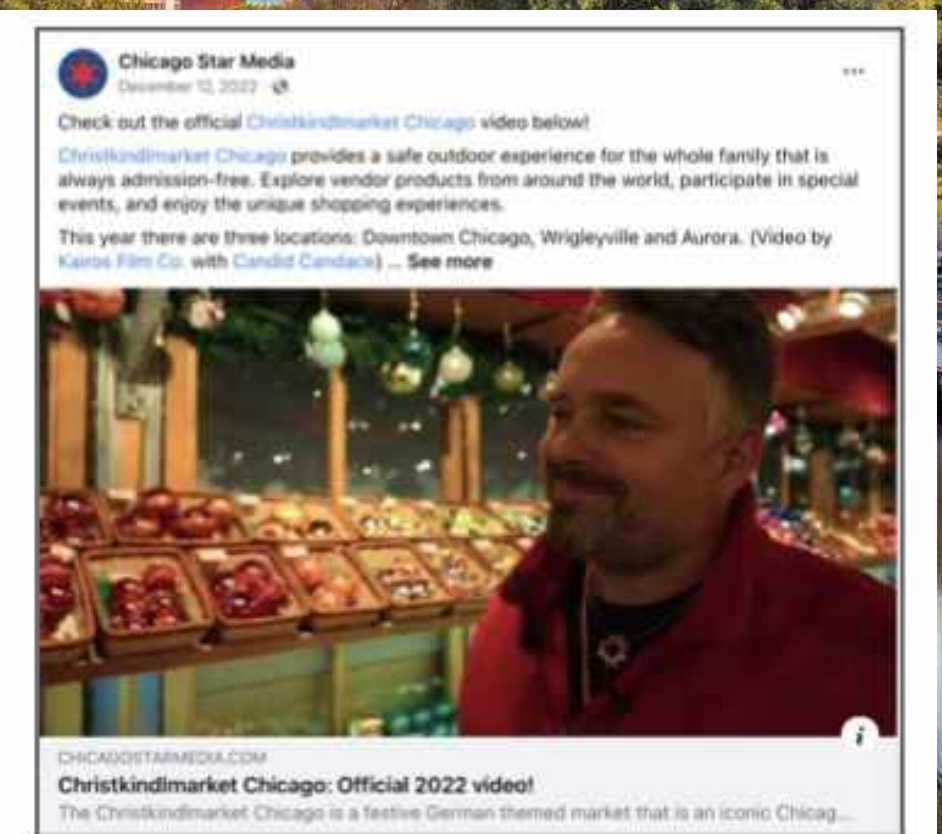


[Christkindlmarket Chicago: Official 2022 video](#)

[First Look at the Christkindlmarket 2022 Mug](#)

[Christkindlmarket 2022: Your pop-out guide to holiday fun](#)

[First Look at the Christkindlmarket 2023 Mug](#)



Navy Pier

When Chicago reopened after the pandemic Navy Pier engaged Chicago Star to drive local traffic to their programming. Through a series of stories, print advertisements, and digital advertising, local tourism flourished at Navy Pier. Reposts and shares of our stories reached 100k targeted local residents.

Navy Pier hosts SailGP's first Chicago race

By Nuria Mathog and Elaine Hyde

Sailing fans are sure to rejoice this month as SailGP, a competition featuring F50 catamarans competing at speeds of more than 60 miles per hour, makes its Windy City debut on June 18-19 with the new U.S. Sail Grand Prix Chicago at Navy Pier.

To celebrate the upcoming race, SailGP partnered with Navy Pier and the Chicago Sports Commission on May 9 to offer media representatives and VIP guests a sneak peek of the two-day event, including a tour of the freshwater course, branded by race organizers as "Chicago's Skyline Stadium."

Navy Pier will offer a number of entertainment options throughout the weekend of June 18, such as live music, multi-level ticketed viewing areas, premium food and beverage options, fan shops and fireworks. Spectators seeking unique experiences can also purchase "bring your own boat" packages, as well as exclusive F50 and athlete encounters and a special tailgate party. Tickets are available for purchase at SailGP.com/Chicago and NavyPier.org, and more details about the race will be released online in the coming weeks.

SailGP CEO Sir Russell Coutts described Chicago as a "spectacular venue" for the event. "I can't think of another city like it worldwide," Coutts said. "Even the fact that you've got this river through the city, the water taxis—architecturally, it's a really interesting site. And then you've got this clean—and eliminated any worries about whales, Bachman added.



The USA SailGP Team helmed by Jimmy Spithill, warms up ahead of the first race on Race Day 2 at the Italy SailGP, Event 2, Season 2 in Taranto, Italy on June 6, 2021. The team will compete at Navy Pier from June 18-19 during SailGP's Chicago debut. Photo courtesy of Ian Roman for SailGP



SailGP CEO Sir Russell Coutts (from left), Chicago Sports Commission Executive Director Kara Bachman and U.S. SailGP Team athlete Rome Kirby discuss the upcoming SailGP race at Navy Pier. Photo by Elaine Hyde

in the freshwater course on Lake Michigan." U.S. SailGP Team athlete Rome Kirby, who has participated in a number of sailing competitions in Chicago over the years, said the area is like a "natural amphitheater" and that he appreciated the sound of the hometown crowd.

"[It] feels like you're in an arena here," he said.

"There was a very fun incident at the conclusion of season 2 in San Francisco

with a whale entering the racecourse, so they are very conscious, of course, of these animals, and there was a pause," Bachman explained. "There will be no whale pauses



NAVY PIER

OPEN DAILY

Centennial Ferris Wheel
Open Year-Round
Ticketed

Housegiving
November 23
Free

Light Up The Lake
November 25 - January 7
Ticketed

Navy Pier is the place to be for exciting, indoor holiday events, free programming and family-friendly activities!

Step into the holiday season at Housegiving, a free house music celebration. Cozy up on the heated Centennial Ferris Wheel and enjoy spectacular views. Experience the magic at Light Up The Lake, Chicagoland's largest indoor lights experience with holiday fun for the whole family. There's something for everyone at Chicago's top lakefront destination this winter.

It's time to visit Navy Pier and discover your new favorite holiday tradition. Plan your visit at navypier.org/events.

SCAN HERE

Full Calendar of Events & Free Programs

Pinstripes

Chicago Star drove customers to Pinstripes' River East location over a targeted 3-month campaign that resulted in that location being the top performing restaurant of all their 13 locations. The campaign included digital ad placements, social media, and news coverage with four appearances on Fox 23, NBC Chicago, as well as two mentions on public radio.



PINSTRIPES
BISTRO BOWLING BOCCE

IT'S ALWAYS HAPPY HOUR ON OUR PATIO
AVAILABLE SUNDAY THROUGH FRIDAY FROM 4PM – 6:30PM

WHAT BUSINESSES ARE SAYING

"Our partnership with the Chicago Star has been terrific. We find Jay Kopp and his team to be very creative in the development of marketing programs that reach the Streeterville community. Our participation in "Streeterville Week" last November, helped us to both keep top of mind with our existing guest base, as well as reach new guests within the Streeterville neighborhood - during the very challenging business environment created by Covid 19. We value our partnership with the Chicago Star and our participation in Streeterville Week to help Pinstripes remain an active member of the community."

— **Don Hoffman**
Chief Marketing Officer, Pinstripes

435 EAST ILLINOIS STREET

WAir Aviation

WAir Aviation, an aircraft maintenance company and flight school in Wheeling, IL engaged Chicago Star to produce their About Us video and sizzle reels for social media and subsequent advertising.

[Watch WAir's About Us Video](#)



WAir Aviation
(847) 773-1382 | wairaviation.com

WHERE AVIATION DREAMS TAKE FLIGHT

FLIGHT TRAINING
Instruction tailored towards your needs:

- Private Pilot (Just for fun)
- Instrument Rating (Fly in clouds)
- Commercial and CFI (Fly for hire)
- Flight Reviews & Proficiency Training
- Modern Fleet of Cessna 172 Aircraft
- Full-Motion Simulator (AATD)

DISCOVERY FLIGHTS
Take control during your 1-hour flight over the Chicago skyline!
It's pretty awesome, we promise.

1071 S. Wolf Rd. Hangar 10 | Wheeling, Illinois 60090

An aerial view of the Chicago skyline, showing several prominent skyscrapers and the city's layout.

CHICAGO★STAR

streeterville

week



21 - 31 May, 2021

ENJOY EXCLUSIVE BENEFITS

Chicago Star Media created a successful annual community event 'Streeterville Week' which earned news coverage on NBC and Fox News. The event included close to 40 businesses and major Chicago hotels. It culminated in an outdoor festival at Ogden Plaza in Downtown Chicago. Several participants received air time on prime-time news and radio. The event ran for two years during the pandemic to support local businesses. Offers included premium discounts and incentives at Streeterville restaurants, hotels, gyms, and other neighborhood businesses.

Streeterville Week Participants

Saigon Sisters
RenewU MediSpa
Dr. Peter Schulz, Chiropractor
MagMile Crossfit
Labriola Chicago
Pinstripes Robert's Pizza and
Dough Co.
Rosebud on Rush
Pinched on the River
NoMI at the Park
Hyatt
Pure Barre Streeterville
Leah Chavie Skincare
The Tides

The Drake
Carminé's
Lirica at the Sable Hotel
Rosebud Steakhouse
Mangel Florist
Chicago Architecture Center
Winter's Jazz Club
Loews Hotel
First Northern Credit Union
Cancer Wellness Magazine
Amazing Lash Studio
Dentologie
The Shoreham
Swissotel

Cupitol Coffee & Eatery
L'Aventino Forno Romano
Molly's Cupcakes
Columbus Tap
Dr. Yates Hair Science
Carr Workplace
Pause Massage
Terrace 16 at Trump
Tower Centered Chicago
The W Lakeshore
Hindman Auctions
The Hampton Social
Sonesta



Additional Clients Past and Present

Darvin Furniture

Brinks

Rosebud Steakhouse

Reunion

Terrace 16 at Trump Hotel Chicago

Village of Rosemont

Robert's Pizza

Gene and Georgetti's Steak House

Eli's Cheesecake

...and many many more

THANK YOU

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