

CHICAGO★STAR

PORTFOLIO



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SHOWCASE OF SELECT CLIENTS

Chicago Star Media

Chicago Star Media is an award-winning marketing agency and PR company. Our team has helped many clients connect to their target audiences. We are proud to provide select examples of our recent work and initiatives.

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



Mariano's

Mariano's, Chicagoland's premier grocer, partnered with Chicago Star for an event that connected local food brands with customers. The theme was Chicago Star's 4th Anniversary Celebration in 2024. Set at the Mariano's Lakeshore East location on the outdoor patio, this event pulled together various notable vendors from around Chicago. Nearly 60 guests came out to mingle and celebrate, including Chicago Star board members and many business owners.

[Read About the Event](#)

"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



Marketing Focus: Sponsored Articles,
Advertising, Event Production

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.

[Link for Newsletter Boost Ad](#)

[Link for Subscriber Boost Ad](#)



Marketing Focus: Sponsored Articles,
Advertising, Event Production, Public Relations

Impress

Chicago Star was hired by global orthodontist company Impress to help boost their business at multiple locations in Chicago. We produced sponsored articles, and circulated press releases and managed posts 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 close to eighty attendees, surpassing expectations, to the Impress Wicker Park location and was a festive strategy to bring in new attention as well as educate neighboring businesses about Impress.



Marketing Focus: Social Media Strategy, Graphic Design, Copywriting, Video Production

Curative Talent

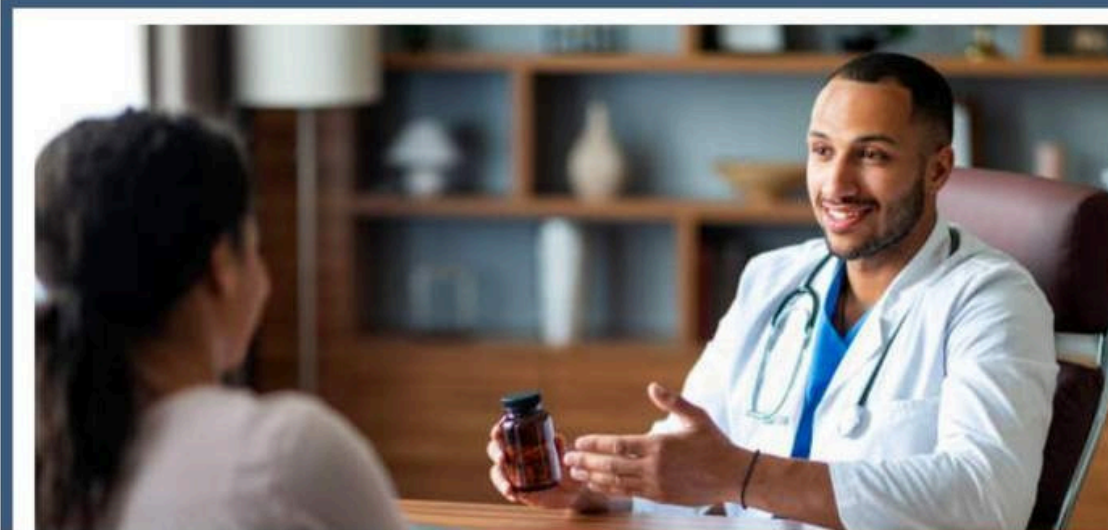
Curative Talent, a healthcare staffing agency based in Texas, hired Chicago Star to oversee their LinkedIn social media strategy. We created a social media calendar, professional graphics that aligned with their branding guidelines, and drafted compelling captions to capture audience attention.

Our team also produced several motion graphic video posts for LinkedIn as well as revamped the layout and design of their client facing information decks.

[Link to Video](#)

[Link to PDF Project](#)

PARTNERSHIP PROGRAM:
Harvard Medical School and Harvard Online



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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

Marketing Focus: Video Production, Social Media Strategy, Sponsored Articles, Photography

Christkindlmarket

Christkindlmarket selected Chicago Star as its official media sponsor for the 2022 and 2023 markets that spanned three locations. Chicago Star produced and directed the market's official video, executed their collectible mug launch strategy and created custom stories, videos, photos, and content for social media. Their campaign also included digital ads on our news website, sponsored articles, and coordination with local influencers for sneak peak access.

[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](#)

[2023 Influencer Photoshoot Behind-The-Scenes Video](#)



chicagostarmedia and 2 others
Chicago, Illinois

chicagostarmedia Chicago Star Media is proud to be the official mug launch sponsor for @thechristkindlmarket for the second year in a row and excited to be the first media outlet to reveal this year's Souvenir Mug!

Head to the #LINKINBIO to take a look at these exciting new designs and get to know each mug, plus check out our complete guide to navigating all three Christkindlmarket locations in Chicago, Wrigleyville, and Aurora!

We hope to see you for all the festive fun beginning Friday, November 17. 🎉

#ChicagoStarMedia // @chicagostarmedia + @troymairs
38w

chicagostarmedia #christkindlmarket #christkindlmarketwrigleyville #christkindlmarketaurora #christkindlmarketdaleyplaza #firstlookchristkindlmarketsouvenirmug #christkindlmarketsouvenirmug #thechristkindlmarket #christkindlmarketchicago #holidaymarkets #christmasinchicago #downtownchicago
38w 3 likes Reply

creatorpapi Obsessed!!! 🔥 So excited to visit this holiday season
38w 3 likes Reply

candidcandace I love that boxed set! 📦❤️
38w 3 likes Reply

View insights Boost post

Liked by angel_ashlea and 2,343 others
October 26, 2023

Add a comment... Post

Stock Uniform Supplier

Stock Manufacturing Company is a Chicago-based uniform supplier who hired Chicago Star Media for a sponsored article. This type of article consisted of our team conducting a full interview with one of the co-founders. That audio was then transcribed to craft a brilliant and fascinating story that highlighted the brand's complete journey from a simple men's fashion line to a notable uniform supplier of Michelin Star restaurants.

Sponsored articles like these undergo several rounds of rewrites and edits from our team to ensure the production of a compelling, SEO-optimized story.

[Read the Article](#)

SPONSORED

Dressing Chicago's Michelin Star restaurants & top brands with uniform supplier Stock

Ashlea Hearn Sep 18, 2023 0



Stock Co-founders from left to right: Creative Director Mike Morarity, CEO Jim Snediker, and Head of Product Tim Tierney | Courtesy of Stock and Kevin Serna

f X in

From pairing tweed double-breasted vests with corduroy bow ties to color schemes of gold trim with midnight navy embroidery, [Stock Manufacturing Company](#) uniforms have graced the stage at the James Beard Awards and outfitted staff at some of the most prestigious restaurants in the country. Now the Fulton Market-based company, which deems its uniforms "workwear made from the best ingredients," is setting its sights on resorts and real estate companies.

In 2012, Jim Snediker, Mike Morarity and Tim Tierney embarked on a transformative journey. Transitioning from their roots in e-commerce and menswear, these co-founders synergized their talents to establish Stock, a burgeoning uniform empire.

Services

Award-Winning **BRANDED CONTENT** For Your Business

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AN OFFICIAL NETTY WINNER

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Clutch Clutch

Newsletters

CHICAGO STAR CITY BUZZ

Catch the Buzz!
A weekly news bulletin delivered free.

Subscribe now.

Search for

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



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 ★ BALLETT
CHICAGO
ASHLEY WHEATER MBE
THE MARY B. GALVIN ARTISTIC DIRECTOR

"SPELLBINDING"
— *Newcity*

THE
NUTCRACKER

TICKETS
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THE NUTCRACKER PRESENTING SPONSOR: **GTL** GUARANTEE TRUST LIFE

THE NUTCRACKER PRODUCTION SPONSORS: **AARP** **C.D. Peacock**

2022-2023 SEASON SPONSORS: **Abbott Fund** **ALDRWOOD** **D P** **THE FLORIAN FUND** **Anne L. Kaplan** **Nancy & Sanford Kolton**

Special thanks to Live Music Sponsors Sandy and Roger Demme, Sage Foundation, and The Marina and Arnold Teter Fund for Live Music. Joffrey Company Artistic Team: Kansas. Photo by Todd Rosenberg

JOFFREY ★ BALLETT
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](#)

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 city. And then you've got this clean—and eliminated any worries about whales, Bachman added.

"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 here," he said.



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.



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

Marketing Focus: Advertising, Social Media Strategy, Public Relations

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

Marketing Focus: Video Production, Advertising,
and Social Media Strategy

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](#)



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DISCOVERY FLIGHTS
Take control during your 1-hour flight over the Chicago skyline!
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An aerial view of the Chicago skyline, showing several prominent skyscrapers and the city's layout. This image is part of the promotional graphic for WAir Aviation.

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
Carmine'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



Awards

Chicago Star Media has been the recipient of several awards for our quality work. Read about each of our honors at the links below:

[2024 Marketing Strategy Leader](#)

[Spring 2024 Clutch Global Leader](#)

[Spring 2024 Clutch Champion Leader](#)

[Netty Award for Best Local Brand Campaign](#)



THANK YOU

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