



CHICAGO FIRE

TribeAgency creates an immersive promotional space for **Chicago Fire's Website**



Market Outlook

Immersive promotions result from the combination of traditional mediums such as interactive, print, motion, and Web. When the components come together, organizations can create an environment where their target markets can interact and experience the brand, therefore driving brand loyalty.

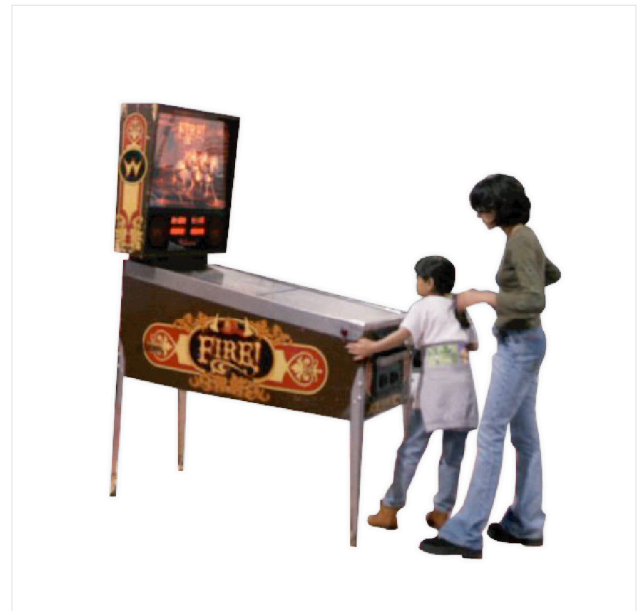
Opportunity

Every winter the Chicago Fire hosts FireFest; an annual fan-related festival that includes player appearances, mini-clinics, season ticket sales and carnival style games. In its role as the official solutions agency of the Chicago Fire, TribeAgency was invited to participate in FireFest. As it happened, we had just completed the Fire Website. What better vehicle to launch and promote the new site than the biggest fan-attended promotional event of the year.

TribeAgency faced the challenge of providing a platform that promoted the Fire Website and invited fans to participate in exciting, Fire-related activities. We were provided half a basketball court to sculpt into an immersive, Fire-promoting powerhouse.

Solutions

Rather than placing our computers on tables, computer lab style, we retrofitted old arcade games into site-surfing Fire-branded kiosks. Knowing that computers don't always attract huge crowds, we added Fire pinball machines and table top soccer games to the mix. Having literally turned our booth into a Fire arcade, the fans poured in.



FIREFEST.CASE STUDY

STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

We realized while the booth was perfect for promoting the Website at FireFest, we also needed to incentivize the fans to visit the site outside of FireFest. Alas the perfect solution was developed: provide personal fan web pages on the Fire site.

Using the remaining space in the booth, we set up two photography zones, complete with digital cameras and laptop computers. Fire fans were invited to be photographed against a draped Fire logo and choose all relevant information that would appear on their web page. Some fortunate people had their photograph taken with a Fire player or the team mascot, Sparky.

As fans left the booth, postcards reflective of the site interface were distributed with the web address where they could find their pictures and profiles. The pages, coined the Fan Roster Section, were created as a FireFest exclusive and generated considerable fan interest in addition to increasing the year's fan attendance.

Results

Thanks to TribeAgency, the buzz was tremendous and the Website received glowing accolades. Fans took their time familiarizing themselves with the new site interface at the kiosks. The excitement generated by the Photo Zone was overwhelming, as over 1,250 children, families and individuals lined up to get their own web page.

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