

U.S. Cellular

U.S. Cellular had been in business for nearly 20 years before it ever had a chance to service its hometown of Chicago. The company was challenged to build name recognition and its customer base in an extremely competitive market. As the seventh largest wireless company in the nation, U.S. Cellular knew it wouldn't be able to outspend some of the phone company conglomerates.

What U.S. Cellular also knew is that research showed customers were loyal to companies that are perceived as good corporate citizens, which was a focus for U.S. Cellular in its other markets across the country. U.S. Cellular with the agency immediately opened doors for the sponsorship of all the major summer festivals that line Chicago's lakefront, such as Taste of Chicago, the Air and Water Show, Jazz Festival, Blues Festival and others. The push into Chicago culminated in a free concert featuring rock band The Goo Goo Dolls at Chicago Theater. Following the launch, the agency was instrumental in securing naming rights to the old Comiskey Park, renaming it U.S. Cellular Field – a move that embedded the company's name in the minds of Chicagoans.