
enjoy
illinois

Holiday Campaign

Video

Video

Holiday Regional “Gather Round”



:30

:15

:06

Holiday Chicago “In the Spirit”



:15

:06 A

:06 B

Spanish Video

Holiday Regional



:30

:15

Holiday Chicago



:15

Print

Print



Grab Magazine – Halloween Edition



Midwest Living Spread – Winter Edition

Display

Display

300x600 Static & Animated





728x90 Static & Animated





300x250 Static & Animated









Display: Spanish

300x600 Static & Animated



728x90 Static & Animated



300x250 Static & Animated



Pinterest

Paid Social

Chicago – Brand

Title: 'Tis the season in Illinois

Post Copy: Revel in Chicago's holiday spectacles, explore small-town celebrations and find a little more wonder in the Middle of Everything.



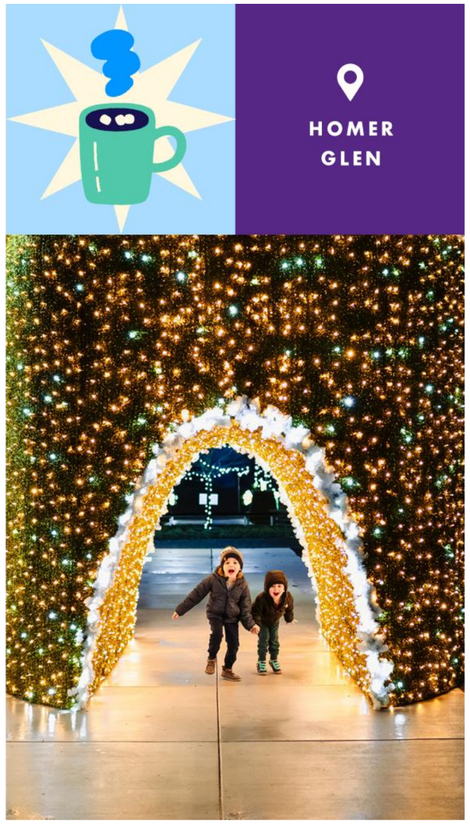
Paid Social

Holiday Family Fun

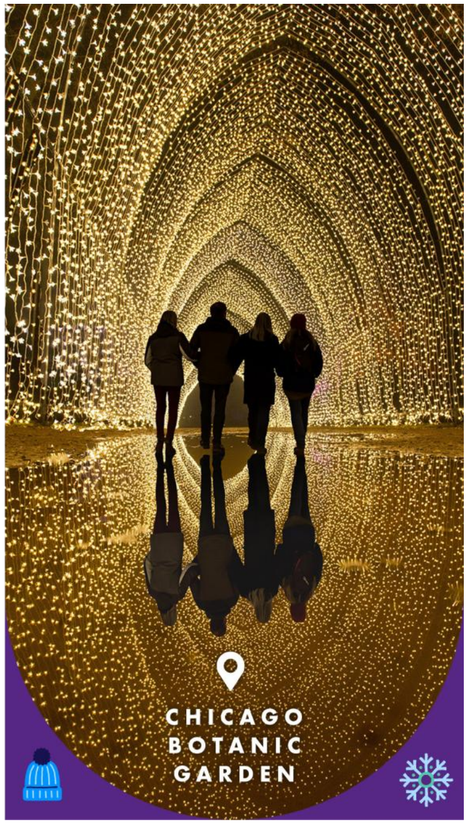
Title: Start a New Tradition

Post Copy: Meet real reindeer, pick out the perfect tree and catch a classic carriage ride in the Middle of Everything.









Paid Social

Holiday Events

Title: Oh, What Fun It Is Out Here

Post Copy: Light displays, Christkindlmarkets and holiday shows. Fill your calendar with festivities in the Middle of Everything.



Meta

Paid Social

Chicago – Beyond/Brand

Title: Make the Season Even Brighter

Post Copy:
From Chicago’s sparkling skyline to small towns all aglow, the holidays shine in the Middle of Everything.



Paid Social

Chicago – Brand

Title: Oh, What Fun

Post Copy: Walk, ride or glide your way through a winter wonderland in the Middle of Everything.

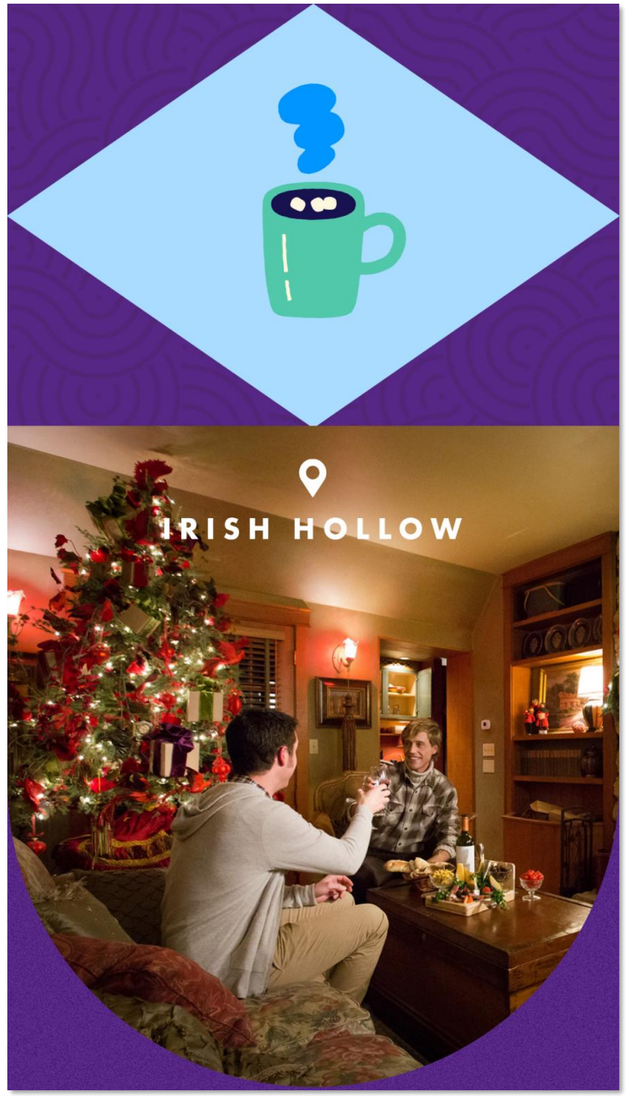


Paid Social

Holiday Adventures – LGBTQ+

Headline: Good Tidings. Great Getaways.

Body Copy: From gift shopping in Galena to a cozy cabin retreat, celebrate the season in the Middle of Everything.



Paid Social

Chicago – Brand

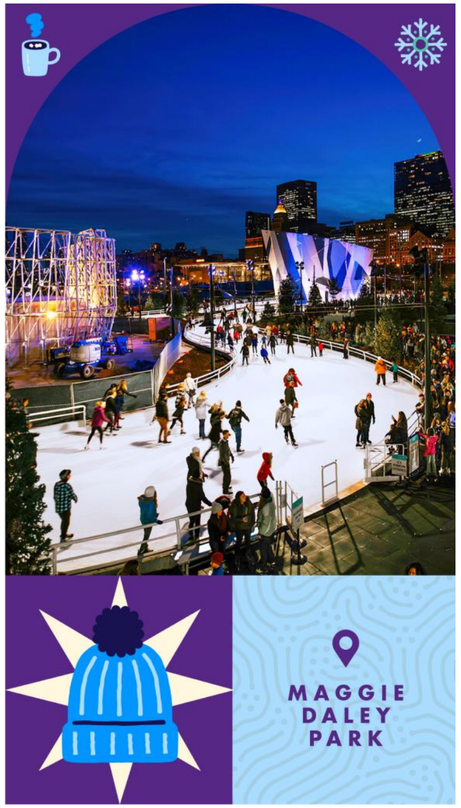
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Post Copy: Revel in Chicago's holiday spectacles, explore small-town celebrations and find a little more wonder in the Middle of Everything.









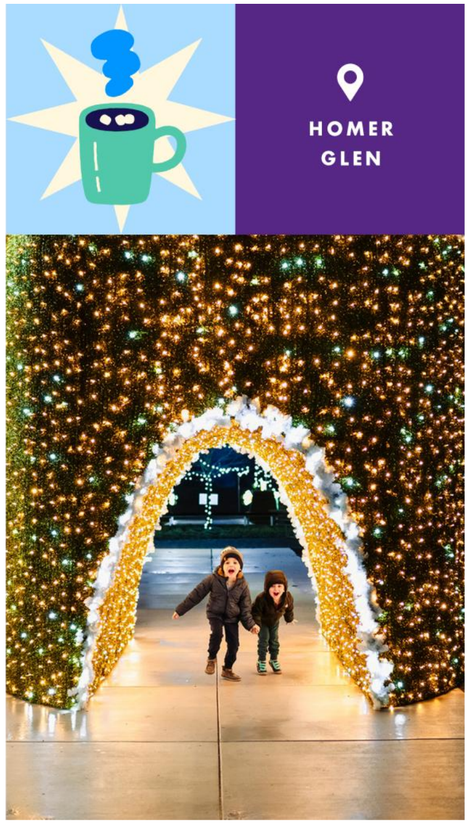
Paid Social

Holiday Family Fun

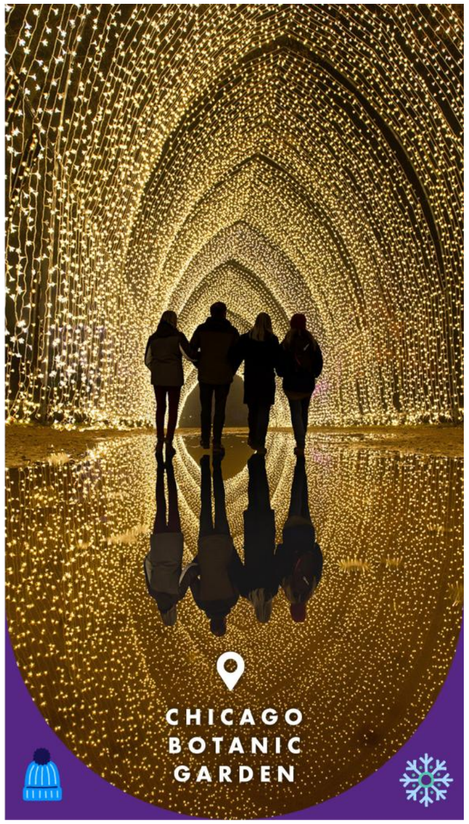
Title: Start a New Tradition

Post Copy: Meet real reindeer, pick out the perfect tree and catch a classic carriage ride in the Middle of Everything.









Reddit

Paid Social

Chicago – Brand

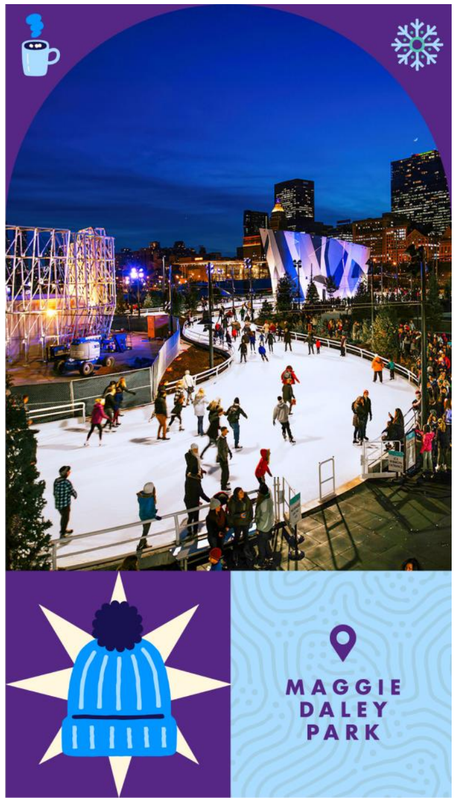
Title: Find Joy in Illinois

Post Copy: Holiday markets, sparkling lights and seasonal celebrations await in the Middle of Everything.









OOH

Airport Digital Boards — Chicago O'Hare

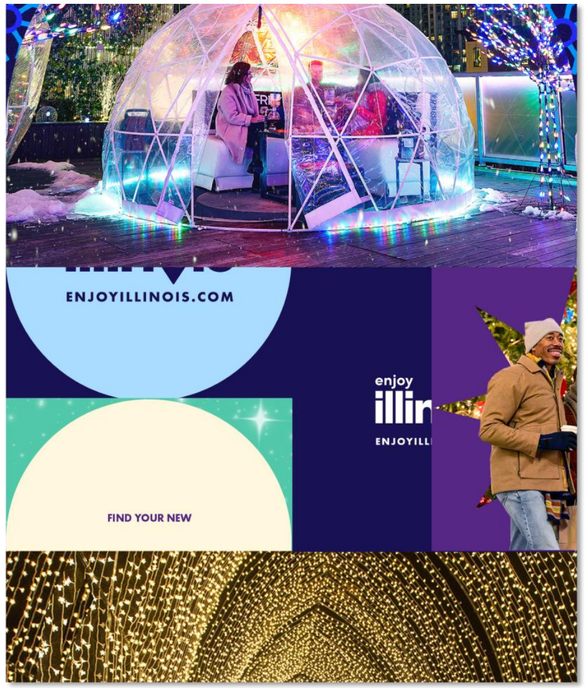




Animation Linked Here

Airport Digital Boards - NYC









[Animation Linked Here]

Times Square



Linked here

IL Made

Paid Social

Meta/Pinterest Carousel 1

Image Headline: Thoughtfully Made. Uniquely Illinois.

Post Headline: One-of-a-Kind Local Finds

Post Copy: Make the holidays bright for everyone on your list with handmade gifts from the Middle of Everything.

CTA: Shop Now







Paid Social

Meta/Pinterest Carousel 2

Image Headline: From Illinois to Under Your Tree.

Post Headline: Locally Made. Holiday Ready.

Post Copy: Candles, cocoa, classes and more. Find something for everyone in the Middle of Everything.

CTA: Shop Now







Display

300x600 Static



728x90 Static

