



Benefits of Our National Awareness Program

Greater North Michigan Avenue Association Case Study

The Greater North Michigan Avenue Association recently unveiled the first ever Magnificent Mile® consumer branding campaign with the tagline "Feel Magnificent," positioning The Magnificent Mile as "One of the Great Avenues of the World". The new branding message presents The Magnificent Mile and its surrounding neighborhoods in a fresh way that truly differentiates the district from other travel destinations and shopping centers.

Feel Magnificent

The new branding campaign, "Feel Magnificent," showcases the range of fabulous reasons to visit the Greater North Michigan Avenue area. Promoting an exciting experience-based destination for shoppers and travelers, the campaign was designed to be flexible and memorable to encourage retail sales, sell room-nights at hotels, draw people to the restaurants and help every business in the region. Most importantly, the new campaign was intended to brand The Magnificent Mile as *one of the great avenues of the world*. The campaign's rollout showcased the Mile's major industries—dining, hotels, retail shopping and tourism by presenting glamorous, inspirational photography, fashion forward wardrobe styling and the newest trend in colors.

The campaign really captured the essence of the Michigan Avenue experience. And the Magnificent Mile is truly one of the great avenues of the world.

This first-ever branding campaign to date for The Magnificent Mile creates an immediate emotional connection with consumers; it builds a brand personality of 'accessible sophistication'. It holds a very special promise for every business connected with The Magnificent Mile and every individual that visits. The campaign's emotion, personality and promise are quite simple.

Prior to the new branding campaign, the association has been working hard to promote and enhance The Magnificent Mile brand through seasonal consumer events such as The Magnificent Mile Lights Festival, Light Nights on The Magnificent Mile, Tulip Days on The Magnificent Mile and Gardens of The Magnificent Mile. These celebrated consumer events have also adopted the new branding imagery. In addition, the success of the campaign has positive implications for the City of Chicago and the State of Illinois. "One of Illinois' best-known attractions is Chicago's Magnificent Mile, an unmatched combination of shopping, culture, history and architecture," said Illinois Bureau of Tourism deputy director Jan Kostner. "The Magnificent Mile's new campaign compellingly highlights the area's uniqueness and provided travelers with dozens of reasons to visit this great city, and hopefully explore other parts of Illinois once they're here." The new branding campaign will not only drive traffic to The Magnificent Mile district, but it also brands Chicago as the ultimate destination.

About the Magnificent Mile

The Magnificent Mile is a thriving commercial district of 460 retail stores and over 275 restaurants, a vibrant visitor destination featuring 52 hotels offering 22,000 rooms, and a neighborhood that includes some of the most impressive residential real estate in the city. No place has such a mix of retail, dozens of world-class hotels, and excellence in cultural and entertainment offerings in a central location of neighborhoods. Over 50,000 pedestrians walk Michigan Avenue every day, and the economic engine of The Magnificent Mile generates \$1.8 billion in retail sales annually.

About GNMAA

GNMAA is a private, non-profit membership organization with a mission of preserving, promoting and enhancing one of Chicago's most unique neighborhoods. Members include real estate properties, retailers, hotel, entertainment establishments and institutional and residential properties.

SOURCE: GNMAA