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## FOR IMMEDIATE RELEASE

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### NAVY PIER UNVEILS BOLD NEW AD CAMPAIGN TO CELEBRATE CENTENNIAL

*Advertising via taxis, a CTA train station and buses, billboards, street furniture and a stunning, mobile brushed-metal '100' sculpture to invite Chicagoan to get reacquainted with the 'People's Pier'*

**CHICAGO** – Navy Pier today announced that throughout this spring and summer, the organization will roll out a bold new advertising and rebranding campaign in celebration of its 100<sup>th</sup> year, including the unveiling of a new logo for the Centennial Celebration and beyond.

The campaign tagline, *"See it in a new light,"* encourages the public to come experience the new Navy Pier and is a nod to the completion of the first stage of its comprehensive redesign.

"2016 is a special year for Chicago and Navy Pier, as we celebrate 100 years of the 'People's Pier' being an integral part of the city's fabric and character and a memorable part of the lives of generations of guests here," said Marilyn Gardner, President and CEO, Navy Pier, Inc., the not-for-profit agency that operates Navy Pier. "We're launching this exciting advertising campaign to invite everyone to celebrate our history, but also to rediscover us and come see what we're doing through the ongoing Centennial Vision redevelopment and reimagination of the Pier. We want everyone to be a part of this joyous celebration today and for the next 100 years."

Born from Daniel Burnham's 1909 plan for Chicago, Navy Pier was opened in 1916 originally designed for shipping and recreational purposes. Over the years the Pier has served many functions including serving as training center for pilots during World War II, but today Navy Pier is the number one leisure destination in the Midwest welcoming nearly nine million visitors

annually. The new Centennial ad campaign is a vivid and impactful way to communicate the Pier's rich history, sensational present, and bright future.

To honor its vibrant, dynamic past, Navy Pier's centennial events this summer include the opening of a new Ferris wheel Memorial Day weekend; the Louis Vuitton America's Cup World Series Chicago June 10-12; Navy Pier's popular Fourth of July celebration and weekly fireworks displays every Wednesday and Saturday nights; and the return of Pepsi® Tall Ships® Chicago July 27-31. The Pier is also well into the redevelopment and reimagination including the new Polk Bros Park Fountain and Plaza; new, local restaurants that elevate the dining experience; and a revitalized, pedestrian-friendly South Dock that encourages guests to stroll and enjoy the land, sea and sky.

"The history and spirit of this great Chicago landmark will always be present," said Amy Cowen, Chief Marketing Officer for Navy Pier. "But it's time to highlight the positive and dramatic change at the Pier since we announced plans for redevelopment in 2013 through an advertising campaign that tells our story to the masses and invites them to come see us today."

"See it in a new light" was created by Two By Four, Navy Pier's advertising agency. In order to capture the dramatic changes in the Pier's physical structure, along with its iconic positioning on Chicago's Lakefront, Two by Four created a new campaign that features the Pier in a heroic and dramatic fashion. In addition to traditional out-of-home boards, print and radio spots, Two by Four created Electroluminescent street furniture, a microsite, social media campaign, and a traveling experiential piece that features a 7-foot-tall brushed metal "100" sculpture, complete with video screens and street teams driving people to Navy Pier. The video screens will play footage of the Ferris wheel and Navy Pier branding and will also have the ability to become interactive, allowing people to post and share photos.

"It was our mission to create a campaign that captured the significance of this monumental event, both creatively and from a media standpoint," said Adam VonOhlen, Two by Four Executive Vice President and Creative Director. "Chicagoans love their Pier but sometimes we take it for granted. We wanted to disrupt any complacency, remind people why this is such a local jewel while raising awareness of all the exciting changes taking place. Our goal was to use the advertising to take the Pier to the city in disruptive and surprising ways. We are honored to be a part of such a historic event in our home town, and we're extremely proud of the work we were able to create with our Pier partners."

The Centennial microsite, launching in mid-May, will include a complete timeline of the Pier's history.

The Centennial ad campaign will also come to life in the following ways:

- **Eight digital billboards on major thoroughfares inbound toward Chicago, including imagery of the new Ferris wheel and headlines, "Aged to Perfection," "100 Years Bold," and "Pier into the Future"**

- **Six static billboards on major thoroughfares inbound toward Chicago, including imagery of the new Ferris wheel and headlines, “Grand New,” “Go above and behold,” and “Take the turn of a century”**
- **Taxi top signage throughout Chicago**
- **CTA Grand Red Line stop domination, including a stairwell banner installation with imagery of the new Ferris Wheel and the headline, “Climb to new heights”**
- **Pole banners on State street, Michigan Avenue and Columbus drive with historic and present day imagery of the Pier**
- **24 pieces of static and animated street furniture**
- **CTA bus kings and headliner banners**
- **Eight Navy Pier trolley banners**
- **Full 2-page spread in Michigan Avenue Magazine with a sunset image of the new Ferris Wheel and the headline, “Grand New”**
- **Airport shuttle banners with imagery of the new Ferris Wheel and headline, “On this flight, every seat is a window seat”**

### **About Navy Pier**

Located on Lake Michigan, Navy Pier is the top-attended leisure destination in the Midwest, stretching more than six city blocks and welcoming more than 8 million guests annually. Originally opened in 1916 as a shipping and recreation facility, this Chicago landmark showcases more than 50 acres of parks, restaurants, attractions, retail shops, sightseeing and dining cruise boats, exposition facilities and more. In 2016, Navy Pier celebrates its 100<sup>th</sup> anniversary with a series of special events and programming, the grand opening of its new Ferris wheel and ongoing pier-wide redevelopment efforts as part of the Centennial Vision. Navy Pier, Inc., a 501(c)(3) not for profit organization, maintains and oversees Navy Pier and its redevelopment into a bolder, greener and more contemporary urban space. For more information, visit our website at [www.navypier.com](http://www.navypier.com).

### **About Two by Four**

Two by Four is a fully integrated advertising agency focused on developing market-changing ideas that knock consumers upside the head and leave an impression. Core service offerings include strategy, advertising, design, interactive, social content development and media planning and buying. Clients include Bernina, Brookfield Zoo, Elephant & Castle, Navy Pier, Original Joe’s, SmartChoice MRI, Snap-On, State & Main and Zebra Technologies. For more information about Two by Four, please visit our website at [twofour.com](http://twofour.com).