

INDUSTRY COMMUNITY

WORK DONE STRATEGY AND PLANNING, BRAND IDENTITY, PRINT COLLATERAL, WEB MARKETING

Turning the Tables on an Old Argument

Everyone else but Chatham and the South Side are making the decisions – It's OUR CHOICE, NOT THEIRS.

Too often City Council makes decisions about issues and policies that affect OUR daily lives quickly and without public consult. The Wal-Mart at Chatham Market (83rd & Stewart) is a perfect case.

In 2004, Chicago's City Council declined Wal-Mart's request to build a Supercenter on the South Side at Chatham Market. YET...the Chatham Market Wal-Mart can bring our community good paying jobs, much needed food choice, and millions of dollars of sales tax revenue in a challenging economic time. If its not about benefits for our community, what is it about?

What our Alderman's vote means

- » New jobs in a challenging economic environment
- » Access to healthy food choice (Chatham is a food desert) and quality products
- » Improvement to our quality of life through millions of dollars of annual sales tax revenue

More retailers in Chatham & Chicago's South Side communities

LET THEM KNOW.
It's **OUR CHOICE. NOT THEIRS.** Our Alderman will be voting on the Chatham Market Wal-Mart on Wednesday, July 29th. **Make sure they vote for YOU.** Contact Your Alderman and tell them to Vote for Jobs.



CHICAGOLAND CHAMBER OF COMMERCE

Whether Wal-mart should develop a new store in Chicago's Chatham community is a heated discussion. Everyone from politicians, lobbyists, unions, and activists have an opinion. But are all sides of the story being told? Blue Daring was hired by the Chicagoland Chamber of Commerce to bring a fresh perspective to the call for a new Wal-mart in Chicago. We developed *Our Community. Our Choice.*, a grassroots initiative designed to empower the people of Chatham to voice their support for the discount retailer. The campaign served as a vehicle to garner the support of community leaders, the media, and younger audiences through social media.

The campaign successfully generated support, awareness, and the engagement of the community.

TOOLS

- Communications Strategy
- Brand Identity
- Dynamic Marketing Piece
- Social Media Strategy
- Campaign Blogsite



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STRATEGY | COMMUNICATIONS

Blue Daring is a services firm specializing in strategy and communications. Through our strategy division we work with executives to launch ideas, plan for the future, capitalize on information and improve workflows. Our communications division works with organizations to make them more relevant, engaging and visible to their target audiences through marketing planning, branding, messaging, the web and strategic outreach. **Call us at 312.243.8700 or visit us at bluedaring.com**