

ILLINOIS DEPARTMENT OF TRANSPORTATION (IDOT)

Overview

The Dan Ryan, one of the country's largest and busiest roads, has long been due for a makeover. Problem was that it is an extreme makeover, and an extremely painful one at that! Portions of the project, which began in 2006, are still under way.

Challenge

To create a Fractional Public Awareness Ad Program to manage communications around targeted segments of the project. Key focus was to be the general media surrounding the South side of Chicago where the bulk of the work was to take place. It was extremely important to IDOT that the process be managed by engaging in effective communications with businesses and residents who would be most adversely affected by the construction.

Solution

This campaign was created and placed to promote the general key messages surrounding the Dan Ryan Reconstruction Project including public safety, infrastructure improvements and employment opportunities, targeting general media surrounding the South side of Chicago.

The theme "On The Move To Improve" was created to embody the positive goals of the project for the community and utilized this theme in a PSA to publicize the key messages surrounding the Dan Ryan Reconstruction Project including public safety, infrastructure improvements and employment opportunities.

