

Marketing & Advertising

While Madison Avenue may believe that it is the center of the advertising universe, Chicagoans know that they are mistaken. It was, after all, from Chicago that the first great commercial catalogs of Montgomery Ward and Richard Sears appeared; and thus was ushered in an era of broad-based consumption that naturally gave rise to modern advertising.

With midwest sensibilities, Chicago admen have always had a knack for connecting with the heartbeat of the American consumer. It's not surprising, then, that some of the most legendary ad campaigns emanated from the shores of Lake

Michigan. When Schlitz was dubbed, "The beer that made Milwaukee famous;" when the television announcer said, "Aren't you glad you use Dial;" when Tony the Tiger roared, "They're G-r-r-reat;" Chicago's mighty admen were behind the campaigns.

Companies around the world continue to look to Chicago for integrated marketing. The list of firms who choose Chicago ad agencies to position them in the marketplace reads like a Who's Who of global business: Harley-Davidson, Philip-Morris, Dell, McDonald's and others all rely on the Windy City for innovative ideas.



▲ Rider watches animated subway advertisement (AP Photo/Charles Rex Arbogast)

There is little doubt that the savvy of Chicago marketers adds untold billions to the wealth of their clients. Furthermore, with nearly 10,000 people working at more than 500 firms, Chicago advertising is a notable industry unto itself - adding some \$8 billion to the Chicago economy.

Today, there are firms in Chicago specializing in business-to-business, business-to-consumer, public relations, branding, and integrated marketing. With such a degree of specialization, it's no wonder that Chicago's economy continues to thrive.

Since 1905, the Chicago Advertising Federation has brought industry together to celebrate and perfect the craft of marketing. The Women's Advertising Club of Chicago and the Business Professional Advertising Association also serve to edify the industry.

◀ Michael Jordan, right, asks of basketball's Michael Jordan, "I thought you retired?" in a composite photo for a McDonald's TV commercial, shot in Chicago on Jan. 13, 1995. (AP PHOTO/McDonald's)

CHICAGO GREATS:

1 Leo Burnett - When Tony the Tiger, Charlie Tuna, The Jolly Green Giant, and the Pillsbury Dough Boy get together for lunch they call this Chicago adman Papa.



▲ Kellogg's Tony the Tiger (AP Photo/Richard Drew)

2 Arthur Nielsen - With more than 20,000 employees in 100 countries the company this statistician started sits alone at the top of the ratings.

3 Fairfax Cone - One of the first captains of broadcast advertising, Cone helped launch the careers of Frank Sinatra and Bob Hope.

4 Albert Lasker - Ad guru David Ogilvy dubbed Lesker one of the "six giants of modern advertising."



▲ Alvah Roebuck (AP Photo)

5 Alvah Curtis Roebuck - He didn't get the press that his partner Sears got but let's give this Father of catalog marketing his due.