



## WXRT Radio Chicago

It may be better to burn out than fade away, but Brainforest helped 93 XRT find a third option. As part of an overall re-branding, Brainforest created a new logo, visual identity and outdoor campaign that helped attract new listeners without alienating the fiercely loyal XRT fan base. We then took this new identity online with the launch of WXRT.com, an enormously successful site that has helped turn a legion of listeners into a true virtual community.

### INDUSTRY

Media and Entertainment

### PROJECTS

- Brand Strategy
- Visual Identity
- Advertising
- Web Site
- Online Communications
- Event Support

**Brainforest is a creative agency rooted in strategy.** Your brand has fleeting, valuable opportunities to make a connection with your customers. Through our strategically based **AccessPaths™** process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced. To begin creating your own success story, contact Nils Bunde at 312.492.6600 or [nils.bunde@brainforest.com](mailto:nils.bunde@brainforest.com)

**BRAINFOREST™**  
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