

# ChicagoHistoryMuseum

## MARKETING ROUND-UP

June–December 2018

A publication of the External Relations Division

### June 19 | Special Olympics Display

#### Press Mentions

[New exhibit celebrates 50th anniversary of Special Olympics](#)

**6/19/2018**

WLS-TV, ABC-7

The Museum welcomes Special Olympic athletes to see the Museum's newest display.

[All Things Considered](#)

**6/19/2018**

NPR/National Public Radio

Olivia Mahoney is interviewed on the significance of the Special Olympics display.

### July 4 | Independence Day

#### Press Mentions

[Things to do \(besides watching fireworks\) on the Fourth of July in Chicago](#)

**7/2/2018**

Time Out Chicago Online

The Museum's Fourth of July Celebration highlighted by Time Out Chicago.

[Last-Minute Ideas for the Unfortunate Wednesday Fourth of July](#)

**7/2/2018**

Chicago Magazine Online

The Museum's Fourth of July Celebration is named one of the day's best events.

[Fourth of July in Chicago](#)

**6/27/2018**

Chicago Reader


The Reader calls the Museum's Fourth of July event an "educational celebration."

[15 things to do with the kids, July 2-8](#)

**7/1/2018**

Chicago Tribune

The Museum's event is recognized for being especially family-friendly.

  
We deployed several different versions of sponsored posts and boosted events based on demographic information, location, interests, education.









# August 10-12 | Chicago Hot Dog Fest

The weekend of August 10-13 CHM held it's annual Chicago Hot Dog Fest and welcomed people from all over the city to come and enjoy their favorite Chicago treat, the hot dog!

## Advertising

CTA - Interior Rail Cards



Street marketing & posters



## Social Media

We deployed several organic and sponsored posts on Facebook and Instagram. We also partnered with local influencers @ChicagoBucketList and artist, Jeff Zimmermann. Our total reach was over 650,000 views and 11,345 engagements.

# Chicago Hot Dog Fest continued...

## Press Mentions

[Vienna Beef still provides Chicago's hot dogs after 125 years](#)

**8/12/2018 | WLS-TV**

Steve Dolinsky of Hungry Hound visits Vienna Beef and Byron's for a feature segment on the Chicago Hot Dog Fest.

[Chicago Hot Dog Fest sets up shop at Chicago History Museum](#)

**8/9/2018 | Good Day Chicago – WFLD-TV**

Russell Lewis visits Fox-32 to promote the Chicago Hot Dog Fest.

[Chicago Hot Dog Fest](#)

**8/9/2018 | NBC-5**

Russell Lewis and Billy Branch promote Amplified: Chicago Blues and the Chicago Hot Dog Fest where Billy performed.

[Actual Pro Tips to Help You Build the Absolute Best Chicago Hot Dog](#)

**8/7/2018 | Chicago Magazine**

Byron's Hot Dogs promotes the Fest and talks hot dogs, tour offerings.

[3 different ways to cook hot dogs](#)

**8/5/2018 | WGN-TV**

Aaron Wolfson, a vendor at the Fest, prepares hot dogs to promote the Fest.

[Chicago Hot Dog Fest returns, celebrating famous food's 125th year](#)

**7/18/2018 | Chicago Sun-Times Online**

The Sun-Times previews the Fest

[50 Things to Do in Chicago in August](#)

**7/31/2018 | Chicago Magazine**

Chicago Magazine says the Fest is "(ahem) frankly, one of the best of the summer."

[57 exciting openings in Chicago in August](#)

**8/2/2018 | Time Out Chicago**

Hot Dog Fest is highlighted by Time Out Chicago.

# September 12 | Chicago Men's Fashion Awards

The Costume Council of the Chicago History Museum pegged its 10 best-dressed Chicago gents at this third annual celebration of style. Hosted by Eric Himel and Darlene Hill and co-chaired by Maggie Morgan and John Rogers.

## Press Mentions

[Chicago Men's Fashion Awards](#)

**09/06/18 | The Jam, WCIU-TV**

A live fashion show promotes the Costume Council's upcoming event.

[Candid Candace](#)

**09/08/18 | Candid Candace**

Candace Jordan promotes the Costume Council's premiere men's event.

[The Calendar: September 2018 - SPLASH](#)

**8/30/2018 | Chicago Splash Online**

The third annual event is highlighted in Splash's event calendar.

[Men's fashion awards Sept. 12](#)

**8/15/2018 | Windy City Times Online**

A preview of the upcoming Men's event.

# October 27 | Modern by Design

October 27th, CHM opened its Fall exhibition, Modern by Design: Chicago Streamlines America. We ran several CTA bus kings and railcar takeovers, mobile retargeting campaigns, SEO and display digital campaigns and social media campaigns. We are continuing to focus advertising during the holiday season.



# Modern by Design continued...

## Press Mentions

[Chicago Lays Claim to Modern Design Achievements in a New Show](#)

**10/29/2018 | Architectural Digest**

The national publication covers the opening of the Museum's newest exhibition.

[Watch out, New York: A curator and a professor champion Chicago's role in Art Deco, streamlined style of 1930s](#)

**10/5/2018 | Chicago Tribune**

The Tribune interviews curator Libby Mahoney in advance of the exhibition opening.

[Local Museums Embrace Rich History of Design in Chicago](#)

**11/1/2018 | Chicago Tonight WTTW**

A feature segment on the Museum's newest exhibition features an interview with curator Libby Mahoney.

[Fall Entertainment Guide 2018: Visual Arts](#)

**9/6/2018 | Chicago Sun-Times**

The Tribune interviews curator Libby Mahoney in advance of the exhibition opening.

[New Exhibition To Highlight How Chicago Shaped Design In U.S.](#)

**10/10/2018 | Patch Lincoln Park**

A feature story on the Museum's newest exhibition targeted towards Lincoln Park audiences.

[Art Deco? Streamlined? Call them what you will, these Chicago design gems still dazzle, a new show and book reveal](#)

**10/25/2018 | Chicago Tribune**

The third annual event is highlighted in Splash's event calendar.

[Fall 2018: Chicago's Art Deco riches, a new West Loop tower and a new home for architecture](#)

**9/21/2018 | Chicago Tribune**

Blair Kamin calls 'Modern by Design' one of the big design events this fall.

['Modern By Design' exhibit highlights items invented, designed in Chicago](#)

**11/10/2018 | WGN-TV**

Reporter Andrea Darlas invites viewers to see the new exhibition and participate in Near North Design Day at the Museum in a five part segment on WGN's morning show.

[The exhibits to see this fall](#)

**9/23/2018 | Crain's Chicago Business**

Modern by Design previewed in a piece that explores Chicago's best exhibitions.

[Exhibition On Modern Design Opens At Chicago History Museum](#)

**10/9/2018 | Hyde Park Citizen**

A dedicated article on "Modern by Design" in the neighborhood print publication.

## December 6 | Last Speakeasy

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

### Press Mentions

[Celebrate Repeal Day with classic cocktails from Old Forester](#)  
**11/28/2018 | WLS-TV**  
Speakeasy lead sponsor, Old Forester, demonstrated how to make cocktails and previewed the Museum's event.

[What to Do in Chicago in December 2018](#)  
**11/28/2018 | MSN Travel Canada**  
The Last Speakeasy listed as a best-event of the month.

[10 Things to Do This Weekend: Dec. 6-9](#)  
**12/6/2018 | WTTW-TV Online**  
The Museum's prohibition-themed event is listed as one of the weekend's top activities.

[History Museum To Celebrate Anniversary Of Prohibition Repeal](#)  
**11/28/2018 | Lincoln Park Patch**  
A featured article on the celebration in the neighborhood-focused publication.

## November 16 | Presidents' Circle Honors Jason Wu

### Press Mentions

[Q&A: Jason Wu](#)  
**12/10/2018 | Chicago Splash Online**  
An interview with Jason Wu during his appearance at the Costume Council's event.

[JASON WU LUNCHEON](#)  
**11/16/2018 | Michigan Avenue Magazine**  
Post-event coverage of the Costume Council's Event.

[Jason Wu to Be Honored by Costume Council of the Chicago History Museum](#)  
**10/23/2018 | Women's Wear Daily**  
A feature story on the Costume Council's President's Circle Honors Award in the national fashion publication.

# Digital Media Statistics

## Overall SEO (Search Engine Optimization)

Search Engine Optimization is a methodology of strategies, tactics, and techniques used to increase the number of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine—some of the largest being Google, Bing, and Yahoo.

The industry-standard way of measuring how well a website is ranking or its “strength” is called the SEO domain authority score. Score ranges are translated below.

**1-20 | Poor:** Domain may be fairly new, or it is not fundamentally sound

**21-40 | Competitive:** Website is starting to drive traffic, but needs advanced SEO practices

**41-50 | Good:** Site is receiving good traffic, but should increase blogging consistency

**51-70 | Strong:** Website is above average, optimized well and is highly recognized

**71-80 | Outstanding:** Site is on the top of most search engine page results

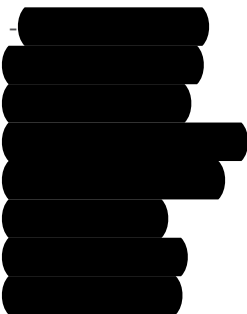
**81-90 | Superior:** Site has elite status authority

**91-100 | Rare:** Site has reached a staple name—Wikipedia, Twitter, Facebook—only a micro-fraction of all sites will ever reach this level.



The term “organic” means traffic that comes to a website as a result of unpaid search results, so listings appear on search engine results pages because of their relevance to search terms, as opposed to their being advertisements.

### Top Channels



# Digital Media Statistics continued

## Search Engine Ranking



## Google AdWords Grant



## Search Visibility



## Visitors

