



Comcast SportsNet

Comcast SportsNet wanted to improve their presence in the Chicago sports broadcasting market. They decided to begin this initiative with a baseball campaign, and turned to Brainforest for ideas.

Leveraging the incredible success of the 2005 season for both the Sox and Cubs, Brainforest created "The Capital of Baseball" campaign. We then rolled it out in out-of-home, online and in print advertising all over the Chicago area—increasing the awareness of Comcast as the place to go for in-depth local baseball coverage.

INDUSTRY

Media and Entertainment

PROJECTS

Advertising Campaign

- Out-of-Home
- Online
- Print

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**

BRAINFOREST™
a creative agency rooted in strategy

www.brainforest.com