



WXRT.com

A giant on the Chicago radio dial, WXRT needed to make the jump to new media and expand on their loyal base of listeners. However, they wanted to make sure the new web site kept true to the station's solid-rock roots.

As a long-time partner in the re-branding of WXRT, Brainforest knew that any site had to feel completely genuine to the brand in order to have credibility. With its dynamic, graphic interface and clever integration of station personality and streaming audio, WXRT.com won immediate raves from long-time listeners and continues to help the station reach its next generation of fans. And the visual look set the tone for all subsequent online communications.

INDUSTRY

Media and Entertainment

PROJECTS

Web Site

Online Communications

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**

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