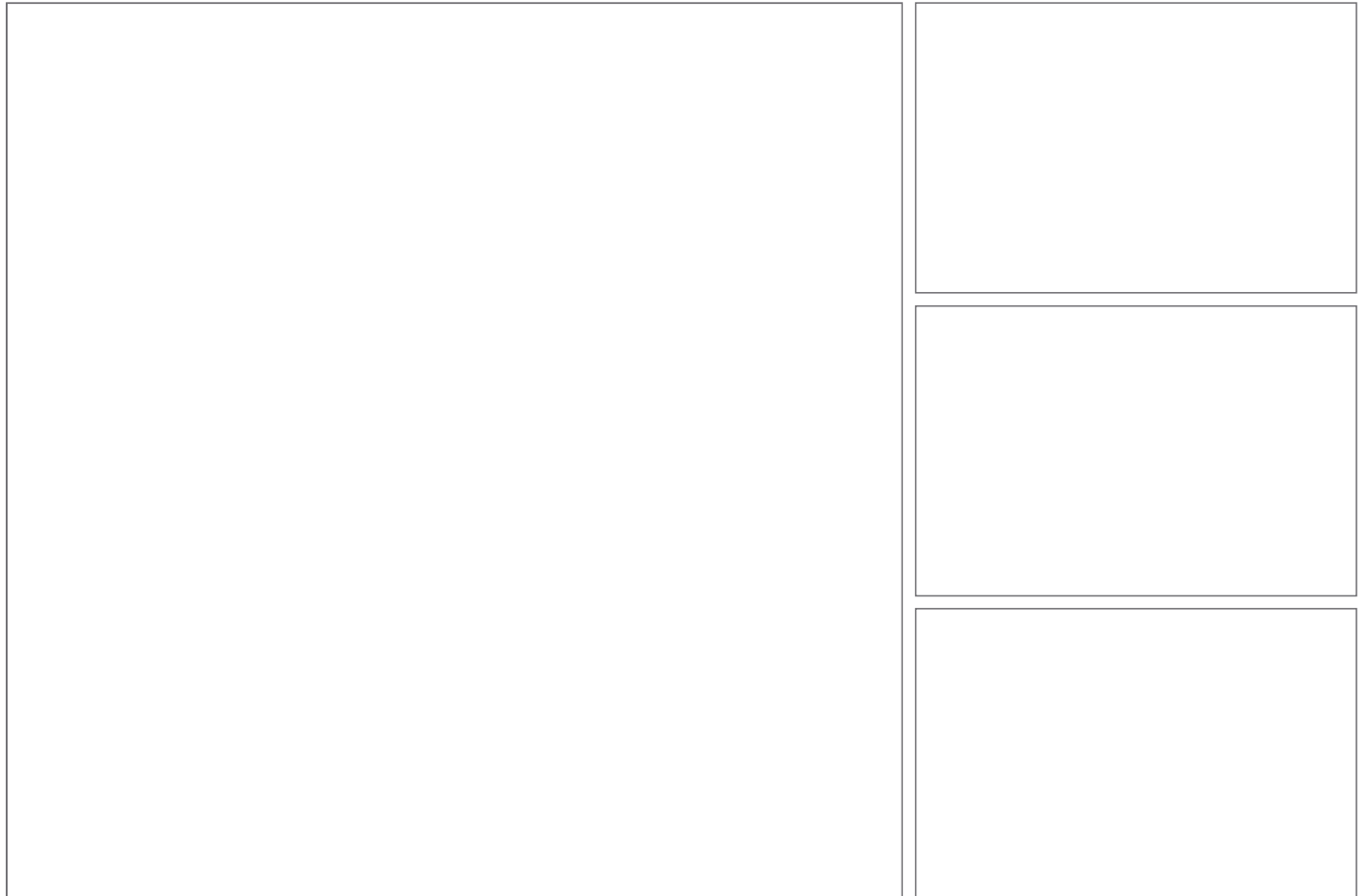


CUSTOMER SUCCESS STORY: GILDA'S CLUB CHICAGO – SAPPI IDEAS THAT MATTER



THE OBJECTIVE

Brainforest's goal with pro bono client Gilda's Club Chicago was to spread the news about this special place where the focus is on living with cancer.

THE SOLUTION

We applied for, and won, a prestigious Sappi Ideas That Matter grant that allowed Brainforest to develop, print and distribute 5000 "Living With Cancer Workbooks" on behalf of the Club. This piece won several design industry awards and has been used as a model for Gilda's Clubs and other cancer support foundations on the national level.

Brainforest is a creative agency rooted in strategy. Your brand has fleeting, valuable opportunities to make a connection with your customers. We call these Access Points, and they can occur virtually anywhere – on the street, at work, on the couch, or walking down the aisle. Through our strategically based AccessPaths™ process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced.

Experience enables relationship. Relationship enables loyalty.

CONTACT US AT: 773-395-2500 or nils.bunde@brainforest.com | www.brainforest.com