



IMAGE GROUP

IDEAS ARE BIGGER HERE



THE IDEA

to Brand Bigger

Where do we begin when we're staring at a blank canvas? Where does inspiration come from?

A website? A walk in the park? A movie? A quote?

Maybe.

Yet, more than anything else, we've found the inspiration to Brand Bigger consistently begins with refreshing perspectives like those offered within this Inspiration Book. Inside, you'll find a variety of bigger, more provocative directions we've taken with our clients recently at ER2 Image Group.

Our goal is simple. We're here to be your partner in creative development. Before installation. Before printing. Even before writing and design comes together.

To do that, we believe the pages that follow may jar loose a new concept you never would have otherwise considered. That's why we often use this very book with clients in our Inspiration Room at our Bloomingdale, IL facility.

CHALLENGE

the Boundaries of Space

The intersection of Adams and State is buzzing with activity, yet unexciting to look at. An artist from The Art Institute challenges the idea that a city street can't be both busy and beautiful. She creates a dazzling display of color - oranges, reds, blues and greens - then works with ER2 Image Group to channel the palette onto a 3-D multimedia explosion of colored vinyl. ColorJam becomes the biggest public art installation in the history of Chicago.

Color Jam 2012.

Client: Chicago Loop Alliance

Printing: ER2 Image Group

Vision: Jessica Stockholder





THE SURE SIGN

of a Good Time

The task is a beast: Budweiser envisions entire hotels immersed in the Bud Light brand. There is a lobby awash in Bud Light blue. Bar countertops, elevator doors and tinted reflective windows continue the theme. Bud Light pillows and towels are in every room. A patio fountain features Bud Light bottles mounted on pedestals. ER2 Image Group wraps the entire hotel, inside and out, over the course of just a few days.

There will always be projects that provide new floors to reach. Especially when imagination has no ceiling.

Hotel Transformation. Here We Go.

Client: Bud Light

Printing: ER2 Image Group

Design: Lara Beth and Jonathon Beck

Lighting: Dennis Remer, Frost Lighting

Hotel: The Lodge at Vail

Don't be Afraid to

HIT A WALL

Who says hitting the wall is a bad thing? After all, you can attack such surfaces with a great purpose. These are the precious seconds in which a brand can plant the seed that makes someone say, "Let me just stop in here", leading to a bigger experience and yes, a purchase. ER2 Image Group knows this with every project's installation. This is why we see a wall as more than a wall - it's a doorway to converting that oncoming stranger into a loyal customer.

Retail Working Overtime

Client: Retail Applications

Printing: ER2 Image Group

Traffic: Stopped and Captivated



FRENCH CONNECTION





WELCOME

to the Next Chapter

After a devastating injury knocks him out of the game, a legend-in-the-making makes the long journey back to greatness. Rather than shroud his rehabilitation in secrecy, he opens it up for the world to see on YouTube via a series called “The Return.” ER2 Image Group, with a special acknowledgment to Dennis Remer from Chicago’s own Frost Lighting, produces the imagery for the special 6-hour event announcing the series, hosted by Adidas.

The Return

Client: Adidas

Printing: ER2 Image Group

Courage: Derrick Rose

PROPEL

Full-On Fandemonium

A wave is coming. An unstoppable force of blue and orange fandom bearing down on its single destination before kickoff. You have one opportunity to provide a worthwhile detour. Just being in the right place at the right time isn't enough. To lure them in, it takes a campaign from Nike and a focused effort from ER2 Image Group to create a BIG image that builds instant pride.

Bears Trailers

Client: Nike

Printing: ER2 Image Group

Intimidation: Brian Urlacher





EXPERIENCE

Up Close May Appear Larger Than Life

The stage is set for a special evening in Chicago. Two of a hockey franchise's greatest players return home for the crowning achievement in their careers: Statues in front of the team's stadium. Dry eyes are in short supply. Memories of the hardest slap shots in the game are recalled. High above it all, two enormous banners from ER2 Image Group drape the side of the building.

We salute. We score.

They Salute. They Score.

Client: Chicago Blackhawks

Printing: ER2 Image Group

Legends: Hull and Mikita

BEYOND

Every Surface Lies a Story

Floors. Sidewalks. Stairs. These are the surfaces that are often missed in conveying a brand identity.

ER2 Image Group doesn't let the opportunity go by. We digitally print graphics that contour around the unique surface to form a striking image, capturing the attention of your audience from the ground up.

Despite all the ground that's covered in planning a momentous event, there are always other pieces of real estate to consider. Plant your feet firmly on branded ground.

Stair Masters

Printing: ER2 Image Group

Fans: Sports, the arts and charities everywhere





Let's Roll Into Greater

EXPOSURE

Traffic on the interstate slows to 10 miles per hour. What's normally a frustrating moment for commuters presents brands with an opportunity to be seen and absorbed in ways they normally wouldn't. Because this is where their vehicles can display colors that shine vibrantly and share messages that just might cause a person to think about their dinner options tonight and their recreational options this weekend. It's happening all over again as you read this – just as it has for hundreds of ER2 Image Group customers who believe that a company's effort to brand bigger can occur in the most unlikely places.

One for the Road

Client: Combos, Happy Joe's, Chicago Bears

Printing: ER2 Image Group

Destination: Brand Identification

Meet Your

LARGER PURPOSE

A new corporate headquarters presents the nutrition company Mead Johnson with a great way to show their employees the bigger picture – literally. In the midst of the building’s construction, ER2 Image Group answers the call by installing custom printed wallpaper showcasing real customers. Letters on the wall are cut into pressure sensitive vinyl and applied on site. Because in between all the meetings, memos and emails of the day, people need a reminder now and then of what they’re really in business for – or rather, *who* they’re in business for.

Doing It for the Kids

Client: Mead Johnson

Printing: ER2 Image Group

Perspective: Present and bigger than ever





FLIRT

with the Daring

The plan: To turn pole dancing, chair dancing and lap dancing into an epic girl's night out and a regular regimen of invigorating exercise. But is that the only reason people are sweating? No. It's also because this brand's first U.S. studio is opening and has one chance to set its provocative, daring mood throughout the entire building. ER2 Image Group doesn't dance around the challenge - We recommend a customized wallpaper treatment that utilizes glitter and sexiness to amp up the environment.

Is it Hot in Here or is it the Wallpaper?

Client: Flirty Girl Fitness

Printing: ER2 Image Group

Mood: Fun, feminine and flashy

The CONVERSATION is About to be Elevated

The dialogue about the state of education in America reaches a new level as NBC News leads the charge. Its Education Nation initiative creates an interactive setting for parents, educators, students and business leaders to explore the challenges of obtaining the very best education in America. As Education Nation makes its first stop in the Windy City, NBC News enlists the help of ER2 Image Group and partner Production Plus to print and install the graphics for the event on Michigan Avenue.

Ahead of the Learning Curve

Client: NBC

Printing: ER2 Image Group

Tent Elements: Production Plus

Classroom: Downtown Chicago





SHIFT GEARS

into Unstoppable

Breaker, breaker. Elgin Community College here. We've got to drop the hammer down on a big project that requires a whole convoy of 18-wheelers from our truck driving school to be wrapped. That's right. Getting a 53-foot semi trailer wrapped and through the doors cleanly is a large order. Doing that on 14 different rigs is another level entirely. That's why we turned to the vehicle wrap team from ER2 Image Group for the second year in a row to help our "Green Jobs" Energy Management Program keep on truckin'. Over and out.

Breaker, Breaker

Client: Elgin Community College

Printing: ER2 Image Group

Confidence to Wrap 14 Semi-trailers: 10-4, Good Buddy



IMAGE GROUP

ER2 Image Group
110 Ridge Ave
Bloomingdale IL 60108

ER2Image.com