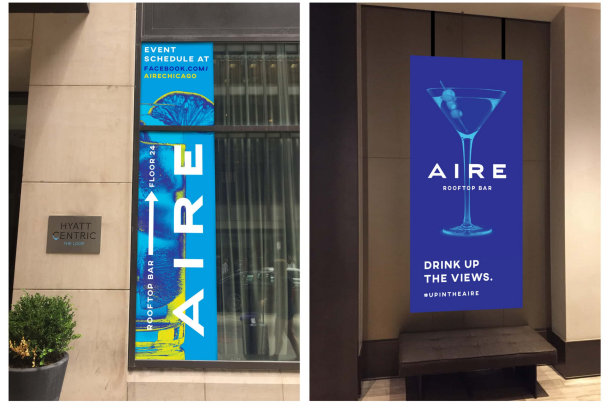


Hyatt Aire
Chicago, IL

Boosting Hyatt
AIRE’s visibility
through vibrant
campaign & signage

OBJECTIVE
Hyatt AIRE, an upscale rooftop bar and lounge nestled atop the chic Hyatt Centric in Chicago's Loop, aims to develop an annual campaign, along with supporting collateral and signage, to attract Chicagoans, hotel guests, and passersby.

SOLUTION
Incorporating neon colors, vibrant designs, and clever messaging infused the campaign with excitement and energy, significantly boosting foot traffic to the bar and lounge.



AIRE



**GET UP
IN THE AIRE.**
Join us for a free flatbread
with purchase of any drink.
Present this coupon at AIRE Rooftop Bar
on Floor 24 to receive a free flatbread.

Not valid with any other offers. One per table. Valid only at AIRE Rooftop Bar, located at Hyatt Centric Hotel, 100 W Monroe St, Chicago, IL 60603.
Offer expires: _____



upshift

Hyatt Aire
Chicago, IL

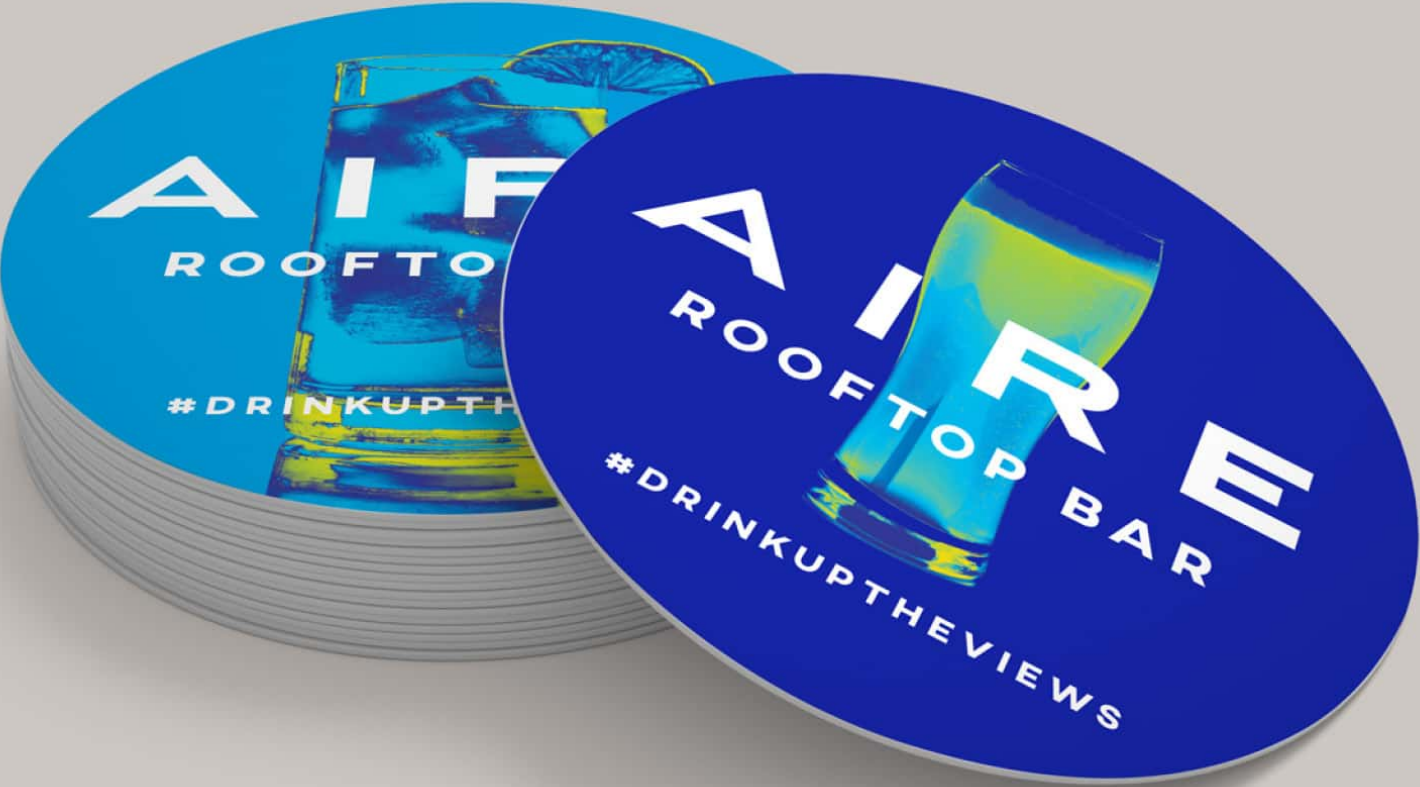
Logo



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Hyatt Aire
Chicago, IL

Drink Coasters



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Hyatt Aire
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Elevator Signs



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Building Signs



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Rooftop Signs



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Hotel TV Screen



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Room Key

