



## Public Relations & Public Affairs

### Our Client

The Mills Corporation

### The Business Challenge

Virginia-based Mills Corporation retained JTA to support their selection as 108 North State Street's master developer with local opinion leaders and decision makers. This property was considered the most valuable block of commercial real estate in the Midwestern United States, and had defied development for more than a decade.

JTA was asked to create a global, consumer-driven media launch campaign for the 108 North State Street development that focused on Mills Corporation's vision to create a world-class lifestyle destination in a world-class city.

### JTA Results

Mills was chosen by the City of Chicago in May 2002 to develop 108 North State Street after a rigorous selection process.

### Campaign Highlights:

- We crafted an integrated campaign for the project's key stakeholders (Chicago City Hall, downtown business leaders, community groups, key retail/business reporters and editorial boards, and regional consumers) to raise Mills' profile and gain support for its development vision.
- JTA designed a consumer media campaign that positions the Mills Corporation to leverage 108 North State Street's momentum on a local, regional, national and international scale.