



CHICAGO FIRE

TribAgency develops and maintains a comprehensive online strategy for **Chicago Fire**



Market Outlook

In today's fast-paced economy, corporate partnerships often dry up quickly. Many corporations find it difficult to locate a company with which a trusted and reliable partnership can be established. In 1998, the Chicago Fire Major League Soccer team began seeking a partner to aid them in their transition onto the Internet. In the search process, they waded through the mire of potentials very carefully and found only one company whose interests matched their own, whose passion for soccer was in sync with their fans, and whose ideas could launch this new team into the online world in a successful manner: TribAgency.

Opportunity

Since 1998, TribAgency has provided complete coverage, control and support of all Chicago Fire interactive services. Our relationship with the Fire began with the development of a new Website for the team. However, that year they won the National Championship, and it soon became evident that the Fire needed to utilize all the skills of our interactive agency to cope with their immense popularity. We were happy to oblige.

Solutions

Today, the Chicago Fire's Website (www.chicago-fire.com) experiences a tremendous amount of traffic due to the Fire's popularity. As the fastest growing sport in the United States, the Chicago Fire continues to build their fan base every year. As a major portal for Major League Soccer in America, the Fire's Website has to continually improve its features along with its design to enhance and grow their online communications with fans.



CHICAGO FIRE.CASE STUDY

STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

Over the last five years, TribeAgency has molded the Chicago Fire Website into an award-winning success with thorough representation of the team. People interested in attending games can look at game schedules, see the view of the field from any section in the stadium via our implementation of QuickTime VR technology, and purchase single-game and season tickets online. When fans are unable to attend games, the site provides details concerning area establishments where the excitement of a Fire game can be shared with other fans. For the true fanatic, we included rosters complete with in-depth player descriptions and comprehensive stats, access to live online chats with the players, and a form to sign up for the Fire Insider—a newsletter that keeps subscribers in the know with up to the minute information. Furthermore, TribeAgency developed a Kid's Zone where parents can find out about soccer camps sponsored by the Fire, and children can enjoy online Shockwave games such as "Color Sparky" (the Chicago Fire mascot) and "Concentration." New features for 2003 include match recaps, man-of-the-match polls and unique streaming video content exclusive to the Fire site, such as highlight goals and post-game interviews. The Website strategy and architecture is truly an accurate representation of the team as a whole and the desires of their fans.

Results

Due to our close relationship, TribeAgency has become a part of the Chicago Fire team. We are the only outside vendor allowed to participate in company-wide meetings, making us privy to the

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inner workings of the team. We send employees to every game to collect information for game recaps, take pictures and conduct post-game video interviews with the players.

We constantly review the Website and determine how it can better serve the Chicago Fire through alternate revenue streams and promotional avenues. The open communication between the Fire and TribeAgency allows change to come quickly and easily. We believe that the ideal, symbiotic partnership that exists between the two companies is the sole reason for the success of the online strategy we developed for them.

The left screenshot displays the Chicago Fire website's roster page for Zach Thornton. It includes a player profile with a photo, name, and position (Goalkeeper). Below this is a table of MLS Regular Season Stats for the years 1996-2002. The right screenshot shows the website's ticketing page, featuring various ticket packages like 'Single Game Tickets', 'Season Ticket Packages', and 'Business Alliance Ticket Package'. It also includes a calendar of events and a 'Fire Academy' section.

Year	Team	GP	GS	MIN	SOG	SVS	GA	GAA	PG/RA	SG/SA	W-L-SQ	SHU
1996	MetroStars	3	3	270	18	8	4	1.33	3/1	3/1	1-2-0	0
1997	MetroStars	3	3	187	13	12	8	2.67	2/2	2/2	1-1-0	0
1998	Chicago	25	23	2076	118	85	82	2.7	1/2	1/2	16-8-6	8
1999	Chicago	30	30	2623	137	99	81	1.90	3/2	3/2	17-12-1	7
2000	Chicago	25	25	2318	127	91	77	1.28	3/3	3/3	15-4-5	5
2001	Chicago	27	27	2496	145	111	80	1.08	3/3	3/3	16-5-5	9
2002	Chicago	27	27	2483	164	124	83	1.23	3/2	3/2	10-13-4	7
	Total	102	102	13473	708	538	433	1.71	15/17	15/17	76-46-31	36



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