

Case Study

#VOTEORD21 Campaign

Organization: Chicago Department of Aviation

Role: Web Author

Year: 2019

A civic engagement campaign empowering Chicagoans to shape the future of O'Hare's \$8.5B terminal expansion.



Case Study: #VOTEORD21 Campaign

GOAL

Engage Chicago residents and travelers in reviewing design submissions and selecting a lead architect for O'Hare International Airport's \$8.5B expansion—the largest terminal transformation in the airport's history.

AUDIENCE INSIGHTS

Targeted both local residents and travelers passing through O'Hare. Messaging was tailored to emphasize civic pride for residents while focusing on future passenger experience for travelers. Digital targeting included geofencing for Chicago metro areas and boosted posts for travelers engaging with airport social channels.

STRATEGY

Communicate the significance of O'Hare 21's global expansion and invite the public to influence its future. A survey featuring five questions on design concepts, new terminal features, and passenger experience was developed to capture input that informed the architect selection.

EXECUTION

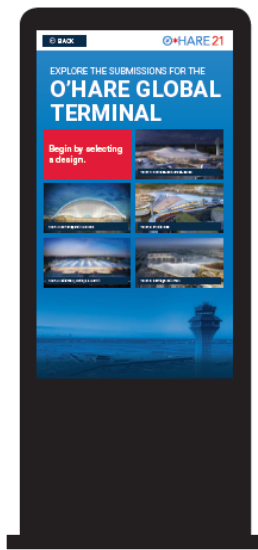
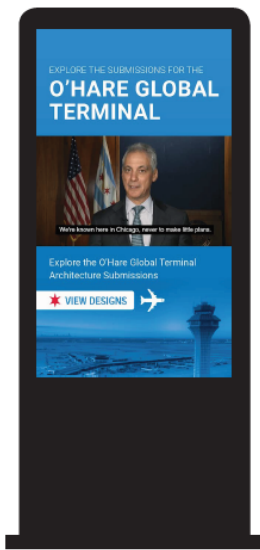
- Launched a 2-week integrated campaign with coordinated press releases, mayoral press conferences, and media coverage.
- Developed an optimized Microsoft SharePoint CMS landing page for branded #VoteORD21 content.
- Activated across social media, video, email marketing, print and digital ads, billboards, in-airport signage, and Terminal 5 model exhibits.
- Produced social media press kits and partner-ready content to expand campaign reach.



#VOTEORD21 Pop-Up Exhibit Stand in Chicago O'Hare International Airport



Home Page: Welcome/explore message. Mayor video. Links to explore submissions.



Design submissions page: All 5 videos. Link at bottom to Mayor video.

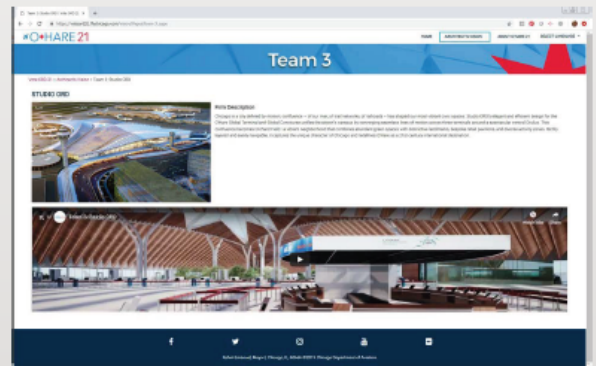
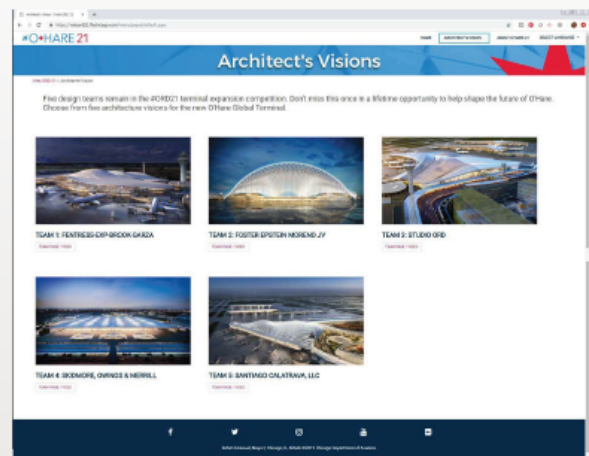
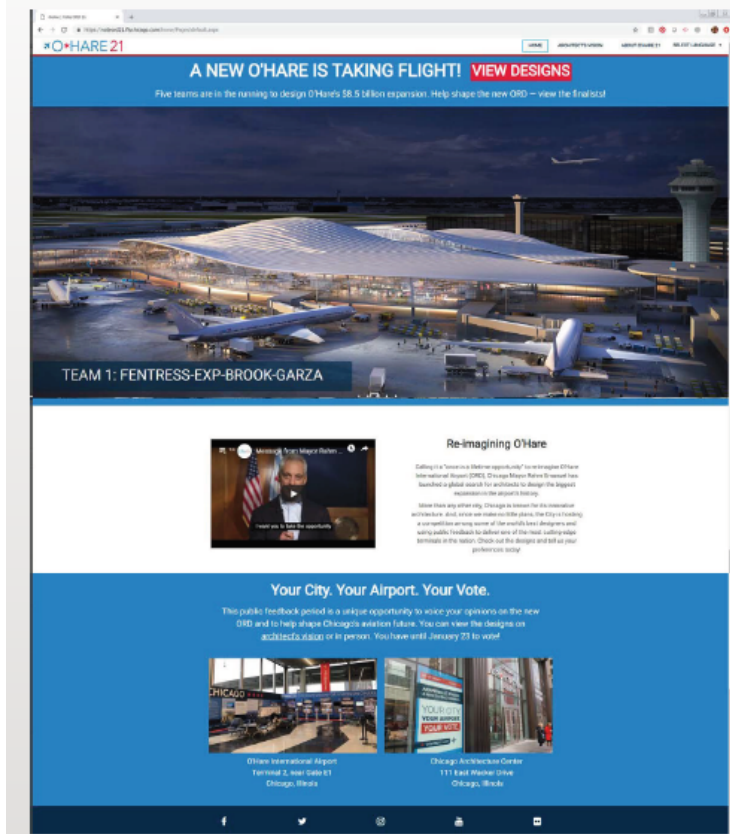


Design detail Page: Number id, firm name (partnership), 100 word description, video. Directions for voting.

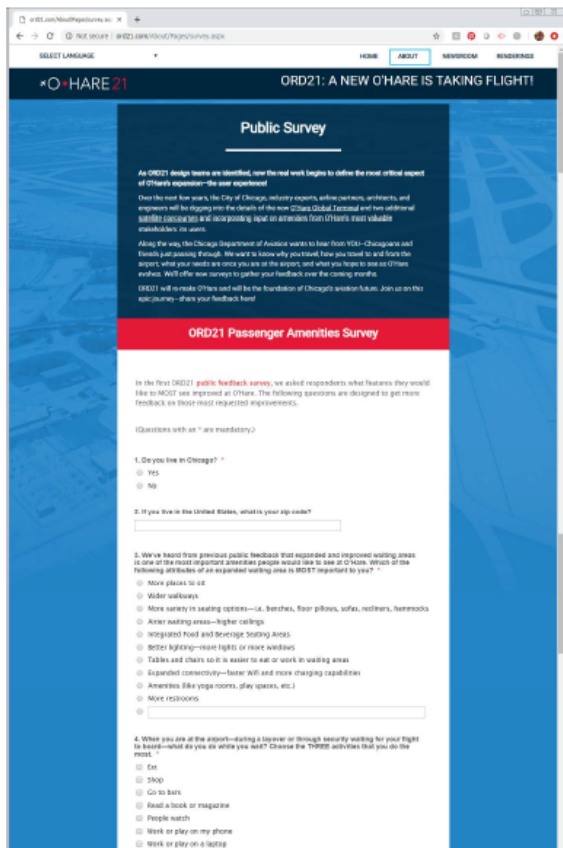
#VOTEORD21 Campaign Digital Signage Examples



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#VOTEORD21 CAMPAIGN WEBSITE



#VOTEORD21 CAMPAIGN PUBLIC SURVEY

COLLABORATION & LEADERSHIP

Collaborated with the Mayor’s Office, external PR agencies, media vendors, and airport operations. Led the digital content strategy, coordinated content approvals, and ensured messaging consistency across multiple stakeholders. Oversaw campaign rollout with real-time adjustments based on media cycles and public response.



Chicago O'Hare International Airport

January 17 · 🌐

A New O'Hare is Taking Flight!

Five of the world's top architecture firms are in the running to design O'Hare's \$8.5 billion terminal expansion. Help Mayor Rahm Emanuel shape the new O'Hare by sharing your feedback and voting for your favorite design. Voting ends January 23rd. www.VoteORD21.com #VoteORD21

ARRIVING AT O'HARE:
A NEW GLOBAL TERMINAL

CAST YOUR VOTE  VoteORD21.com 

14,762
People Reached

2,069
Engagements

Boost Post

   164

17 Comments 47 Shares

 Like

 Comment

 Share



Performance for Your Post		
14,762 People Reached		
324 Reactions, Comments & Shares		
196  Like	144 On Post	52 On Shares
16  Love	15 On Post	1 On Shares
1  Haha	1 On Post	0 On Shares
10  Wow	7 On Post	3 On Shares
1  Angry	1 On Post	0 On Shares
44 Comments	18 On Post	26 On Shares
56 Shares	47 On Post	9 On Shares
1,745 Post Clicks		
380 Photo Views	527 Link Clicks	838 Other Clicks

#VOTEORD21 CAMPAIGN SOCIAL MEDIA POST



Chicago O'Hare International Airport

January 20 · 🌐

Over 22k votes have been cast in O'Hare's global terminal design competition.

We'd love to hear from you. Which is your favorite? Voting ends 1/23. www.VoteORD21.com

YOUR CITY.
YOUR AIRPORT.
YOUR VOTE.



TEAM 1: FENTRESS-EXP-BROOK-GARZA



TEAM 2: FOSTER EPSTEIN MORENO JV



TEAM 3: STUDIO OHIO



TEAM 4: SKIDMORE OWINGS & MERRILL LLP



TEAM 5: SANTIAGO CALATRAVA LLC

CAST YOUR VOTE  VoteORD21.com  ----- #VoteORD21

14,090
People Reached

1,831
Engagements

Boost Post

   116

14 Comments 31 Shares

 Like

 Comment

 Share



Performance for Your Post		
14,090 People Reached		
272 Reactions, Comments & Shares		
182  Like	105 On Post	77 On Shares
15  Love	11 On Post	4 On Shares
2  Haha	1 On Post	1 On Shares
1  Wow	1 On Post	0 On Shares
40 Comments	16 On Post	24 On Shares
32 Shares	31 On Post	1 On Shares
1,559 Post Clicks		
591 Photo Views	371 Link Clicks	597 Other Clicks

#VOTEORD21 CAMPAIGN SOCIAL MEDIA POST

RESULTS & BUDGET

- Generated 41,200 public votes in just 2 weeks.
- Desktop traffic (39,337 votes) and tablet traffic (1,863 votes) drove the majority of participation.
- Achieved campaign visibility across digital and physical channels with high civic engagement.
- Campaign executed within a modest marketing budget, prioritizing digital assets and vendor partnerships to maximize ROI.

KEY TAKEAWAYS

- Native video on Twitter and Facebook outperformed external video links.
- Providing social media press kits encouraged wider partner and vendor participation.
- High-frequency posting aligned with press conferences boosted real-time engagement.
- Rapid response to website technical issues was critical for maintaining trust and participation.

IMPACT STATEMENT

The #VoteORD21 campaign demonstrated the power of integrated digital marketing to engage tens of thousands of residents in shaping a historic public infrastructure project. By blending social, web, and experiential channels, the campaign turned civic participation into a high-visibility moment for both the city and the airport.

Key Wins: 41,200+ votes | High civic participation | Multi-channel campaign | Delivered within modest budget