



Why should governmental work be lousy work?
Strong design builds forward progress for Tollway.



industry

- non-profit organization
- governmental work

deliverables

- annual report design
- marketing collateral
- POP signage

challenge

The Illinois Tollway Authority is one of the nation's largest governmental organizations in charge of hundreds of miles of toll roads in Illinois.

As with most government work, often times the lowest bidder wins the project which results in mediocre approaches or warmed-over design.

That's not UpShift's approach. We were proud to bring our branding and design expertise to a highly visible client like the Illinois Tollway Authority.

solution

How do you shift results higher for one of Illinois' largest government agencies?

How do you ensure that all marketing for the new iPass program works together to maximize awareness and adoption by consumers?

How do you deliver an annual report that is printed on premium recycled paper with a diecut cover...yet deliver ontime and within budget?

You hire UpShift. We don't reserve our best ideas for the highest paying clients.

results

We competed against 36 other agencies through an RFP process to design and produce the 2004 annual report for the Illinois Tollway Authority.

The Tollway selected UpShift because of the innovative concepts we bring to the table, as well as our experience and reputation for delivering powerful annual reports.

We delivered an award-winning annual within budget and within a tight 6 week production schedule.