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**“What Role Will You Play?”
CHICAGO INTERNATIONAL FILM FESTIVAL
PARTNERS WITH OGILVY TO DEBUT NEW LOOK FOR 55TH EDITION
OF FESTIVAL**

New Brand Identity Reflects the Festival’s Dynamic Staff and Fresh Perspective

CHICAGO – **The Chicago International Film Festival**, in partnership with **Ogilvy**, today announced a refreshed brand identity to coincide with the 55th edition of the Festival, taking place **October 16 – 27**. The branding, which features a clean, dynamic aesthetic while staying true to Festival founder Michael Kutza’s original vision, reflects the Festival’s renewed outlook through the eyes of new leadership and strikes a balance between the brand’s rich history and exciting future.

Led by Artistic Director Mimi Plauché and Managing Director Vivian Teng, the 55th Chicago International Film Festival is the longest running competitive international film festival in North America and remains committed to selecting the world’s most exciting, compelling and groundbreaking feature films, documentaries and short films, including multiple Oscar® contenders and winners, year after year. According to Teng, the Festival’s decision to move toward a refreshed brand could not be timelier.

“When looking toward the Festival’s future, we sought to refresh our brand while retaining what audiences know and love about our organization,” said Teng. “Ogilvy’s design, along with their

'What role will you play?' campaign, did exactly this, with care toward emphasizing each person who makes our Festival special."

According to David Loew, executive creative director at Ogilvy, the Chicago International Film Festival partnership was a natural one.

"Film festivals (and the film industry itself) sometimes act like they exist in a vacuum. But the most important role in film belongs to our audience. They're the ones who make it all possible, whether they're certified cinephiles or newbies," said Loew. "By celebrating the moviegoer, The Chicago International Film Festival aims to be the most inclusive and welcoming film festival in the world."

Sharing a commitment to audiences, inclusivity and the art of film, the 55th Chicago International Film Festival and Ogilvy are proud to present the Festival's new look and feel.

The 55th Chicago International Film Festival runs **Oct. 16-27, 2019** at the **AMC River East**, 322 E. Illinois St., and features more than 150 films, with a vast diversity of offerings, including numerous competitive categories and several highlight programs such as Black Perspectives, Cinemas of the Americas, International Comedy, Women in Cinema, Out-Look, After Dark and the City & State program (showcasing films made in Chicago and throughout Illinois.)

About Ogilvy

Ogilvy has been producing iconic, culture-changing marketing campaigns since the day its founder David Ogilvy opened up shop in 1948. Today, Ogilvy is an award-winning integrated creative network that makes brands matter for Fortune Global 500 companies as well as local businesses across 132 offices in 83 countries. The company creates experiences, design and communications that shape every aspect of a brand's needs through six core capabilities: Brand Strategy, Advertising, Public Relations and Influence, Customer Engagement and Commerce, Digital Transformation, and Partnerships.

Festival Sponsors and Partners

The 55th Chicago International Film Festival's sponsors include Major Festival Sponsors: Bloomberg Philanthropies, Chloe Wine Collection, Citi, Columbia College Chicago, Xfinity; Festival Sponsors: Aberlour, Baker Tilly, British International School of Chicago, South Loop, Cinespace Chicago Film Studios, DePaul University, Goose Island, Hamilton Watch, Panavision, SAGindie, Swanson, Martin & Bell, LLP, William Blair; Official Agency: Ogilvy; Headquarter Hotel: St. Jane; Host Hotel: Ambassador Chicago; Participating Hotels: EMC2, The Whitehall Hotel; Airline Partner: LOT Polish Airlines; Festival Supporters: National Endowment for the Arts, Illinois Arts Council Agency, Illinois Film Office, Chicago Film Office, Department of Cultural Affairs and Special Events (DCASE), The Academy of Motion Picture Arts and Sciences, Sarofsky, AbelCine, PRG, Camera Ambassador; Media Partners: NCM, WTTW, WBBM, CHIRP; Partners: Beyond Events Catering, Chez, Chicago Architecture Biennial,

Chicago Gourmet, Choose Chicago, Chop Shop, Goat Group Catering, Robert's Pizza and Dough Company, Marchesa, Midwest Immersive, Museum of Contemporary Art, Steak 48.

About Cinema/Chicago

Cinema/Chicago, the presenting organization of the Chicago International Film Festival, is a year-round nonprofit arts and education organization dedicated to fostering better communication between people of diverse cultures through the art of film and the moving image. Cinema/Chicago's programs include the Chicago International Film Festival, Summer Screenings Program, CineYouth Festival, and year-round Education Program. Celebrating its 55th edition October 16-27, 2019, the Chicago International Film Festival is North America's longest-running competitive film festival. For more information, please visit www.chicagofilmfestival.com or follow us on Facebook, Instagram, YouTube and Twitter.

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