

Carol Fox and Associates Client: Taste of Chicago
Grant Park; Chicago, Illinois



Description: A food festival in downtown Chicago, featuring food vendors from multiple restaurants around the city.

The client asked us to monitor media coverage and present them with data and reports.



My involvement: I used Critical Mention every day to monitor the Taste of Chicago press and media coverage. I also used TVEyes to obtain the clips and document them in a spreadsheet. I also used Cision daily to calculate impressions and monetary value.