

# Printing the Improbable

## WGN-TV and the Chicago Cubs World Series Celebration

WGN-TV is one of Chicago's best-known independent television stations, and has partnered with Bishop Image Group plenty of times over the years.

In our long relationship, one project stands above the rest in testing our motto "printers of the impossible".

### **The Chicago Cubs World Series.**

Read on and learn about how BIG became a part of Chicago history.

## Preparation

For those who don't follow baseball, the 2016 World Series marked a pivotal moment in Chicago history. The Cubs hadn't won a championship since 1908, and, following the "Curse of the Billy Goat", hadn't played in the world series since 1945. The opposing team, the Cleveland Indians, had faced a similar streak of losses, having not won the World Series since 1948.

Two teams with the longest World Series title droughts faced each other in a battle of the underdogs, with everything at stake.

For the team at WGN-TV, a historic partner with Chicago sports teams, the affair had a surreal tinge. As the lofty dream of a Cubs victory drew closer to reality with each game, how is a news organization supposed to prepare for something as massive as ending a 108-year streak of losses?



## Think BIG.

The team at WGN-TV looked at their budgets and strategized what a rally might look like for a hypothetical victory over Cleveland. Then, they called Bishop Image Group. The plan was to print 50,000 signs that would be handed out to people in the crowd. The turnaround would have to be fast, and only the talent of the Cubs team could determine whether the project would be fully realized.

## Execution

At Bishop Image Group, we pride ourselves as the printers of the impossible. And while a Cubs victory may have felt improbable, we were primed and ready to go. Having worked with WGN-TV many times over the years, and as huge Cubs fans ourselves, we felt confident that we would be able to quickly print enough signs in time for the rally that would be held just a couple of days later. By game four, Bishop Image Group had created a press proof, and everything was ready to go.

On Wednesday, November 2, 2016, the Cubs beat Cleveland 8-7 in 10 innings to clinch the World Series title. Chris Bishop remembers being sick at home as the news came to him that night, and texting the company to fire up the presses in the fugue of a fever.

By 9 a.m. on Thursday, our printers were running at full speed, preparing for the rally that was to be held the next day. WGN-TV received all 50,000 signs on time that Friday morning, at what was to become the **7th largest gathering in human history**. If you take a stroll down Addison, you can still see the signs in people's windows to this day. The signs became so popular, we printed multiple rounds over the following months to meet demand.



## Results

World Championships don't come every day in Chicago, but regardless of the size or scale, we at Bishop Image Group are prepared to deliver world-class results.

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Bishop Image Group has been a great asset of WGN-TV for over 10 years, and they have helped us on everything from smaller projects to the World Series. In a crowded field of printers, Bishop Image Group gives a lot of bang for their buck, and stand out for their fantastic customer service and fair pricing. Plus, they are just super easy to work with.

*– Jeff Wilson, Creative Director at WGN-TV*

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While we may be headquartered in Chicago, we operate from coast to coast, providing speed, quality, and scale at a pace that eclipses our competition.

No project is too big for Bishop Image Group. You may not be looking for event signage at the biggest event in MLB history, but our record has proven that we can handle projects even at a humbler scale.

**Contact us to see why we're trusted by the biggest names in Chicago broadcasting.**