

AGENCY360°

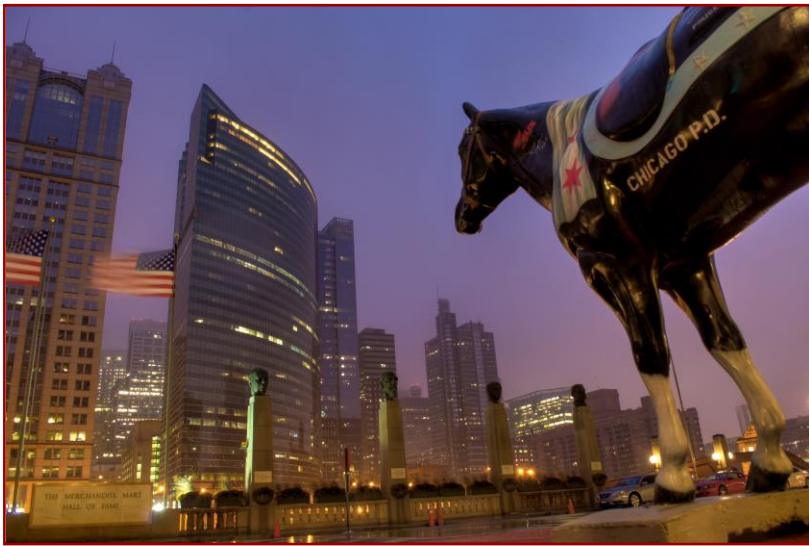
360 (adj.): of a complete perspective

HORSES OF HONOR *presented by* WINTRUST

Summary of a Public Art Campaign

CONCEPT°

At its best, public art can capture the public's attention, foster conversation and create a new perspective of appreciation for the subject of the art. In 2014, AGENCY 360 created *Horses of Honor*, a public display of life-size police horse statues beautifully painted and decorated by dozens of local artists. Each horse was sponsored by a local business or benefactor and each horse was dedicated in honor of a police officer who had been killed or catastrophically injured in the line of duty. The program connected a wide array of individuals, businesses, families, politicians and the media in a showcase of public service and personal sacrifice.



DETAILS°

- Launched in Chicago on September 11th
- 90 horse statues were sponsored and painted by 70 different artists
- 55 different display locations at tourism attractions, public plazas, corporate atriums, and business centers
- \$150,000 raised to benefit The Chicago Police Memorial Foundation and the families of fallen police officers
- \$115,000 in advertising sponsorships
- Over 85 mainstream news placements in 6 months providing over 51 MILLION audience impressions

HIGHLIGHTS°

- The cast and crew of NBC's *Chicago PD* sponsored and autographed a horse (below right)
- Horses were on display at the NASCAR Sprint Cup at the Chicagoland Speedway broadcast on ESPN
- The Chicago City Council purchased a horse for the Mayor as a holiday gift
- #HorsesOfHonor was seen by hundreds of thousands of people on Facebook, Twitter and Instagram
- 50' tall promotion of the program on the Mural Building along the Kennedy Expressway

Photo gallery, publicity archive and display maps at www.HorsesOfHonor.com



[Watch TV Commercial](#)



[Watch Concept Video](#)



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