

Turning a new stadium into a keepsake in three days.

CASE STUDY: TCF BANK STADIUM

THE STAGE Saturday, September 12th, 2009, inauguration day for the brand new TCF Bank Stadium at the University of Minnesota. The Golden Gophers would storm the field that evening. The University had asked Blakeway Worldwide to produce one of its stunning panoramic images for the occasion. The commemorative image was to be captured, printed and placed in the hands of season ticket holders by the end of the week. Pre-planning and project management left no room for errors. Taking no chances, Blakeway turned to GMS, a trusted partner, to get it done.

DAY ONE With the Saturday evening image in hand, GMS put its own team together on Sunday. Prepress and retouching was done swiftly and meticulously. This included two rounds of proofs and several pots of coffee.

DAY TWO Now Monday, the prepared image went to press. The run was 16,000. Blakeway staff was in attendance, preparing the prints for mailing the moment they had been trimmed. All available hands escorted the finished prints to the mailing area, where they were labeled and sorted for First Class delivery.

DAY THREE The presorted prints were mailed. The University of Minnesota and Blakeway Worldwide were ecstatic. Season ticket holders were thrilled. The project had been a momentous success. GMS and Blakeway Worldwide breathed a collective sigh.

