



# ON RETAIL & RESTAURANTS

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## BILLBOARD BATTLE

### Marquette, Loyola Chicago spar in friendly advertising war

College student recruitment can be fierce – two universities in Milwaukee and Chicago are taking it to a new level and battling it out via billboards near the border of Wisconsin and Illinois.

Trek down Interstate 94 from Milwaukee to Chicago over the next few months, and you'll spot the two advertisements in question. One is a Marquette University billboard proclaiming its top tier education, appearing to throw shade at Loyola University Chicago – and the other is a Loyola ad that similarly asserts its academic achievements over Marquette.

The two billboards, located 500 feet apart from each other, are a playful act of marketing cooperation between the two Midwest Jesuit institutions.

"We are competitors, but we're also collaborators," said David Murphy, Marquette's vice president of marketing and communication.

Both Loyola and Marquette realize that the two schools are likely competing for the same high school students,

**BEST**  
IN THE MIDWEST  
(But don't tell Loyola Chicago)

BE THE DIFFERENCE.  
#JesuitEducated

MARQUETTE UNIVERSITY

**BEST**  
IN THE MIDWEST  
(But don't tell Marquette)

#JesuitEducated

LOYOLA UNIVERSITY CHICAGO  
1870  
AD • MAIOREM • DEI • GLORIAM

said Katie Hession, associate vice president for Loyola University Chicago, so why not have a little fun with it?  
"Sometimes they pick Chicago, some-

times they pick Marquette. Both know they are going to get a fine Jesuit education, it's just a matter if they like cheese curds or deep dish pizza," she said.

## BY THE NUMBERS



### Profits tumble for

### Wisconsin banks in Q2

Wisconsin banks insured by the Federal Deposit Insurance Corp. saw profits fall 15 percent for the second quarter ended June 30, 2016, compared to the same period in 2015.

	2015	2016
Net income	\$614M	\$518M
Total assets	\$103.73B	\$107.24B
Total loans and leases	\$73.27B	\$76.74B
Total deposits	\$81.66B	\$83.08B
Total banks reporting	246	231