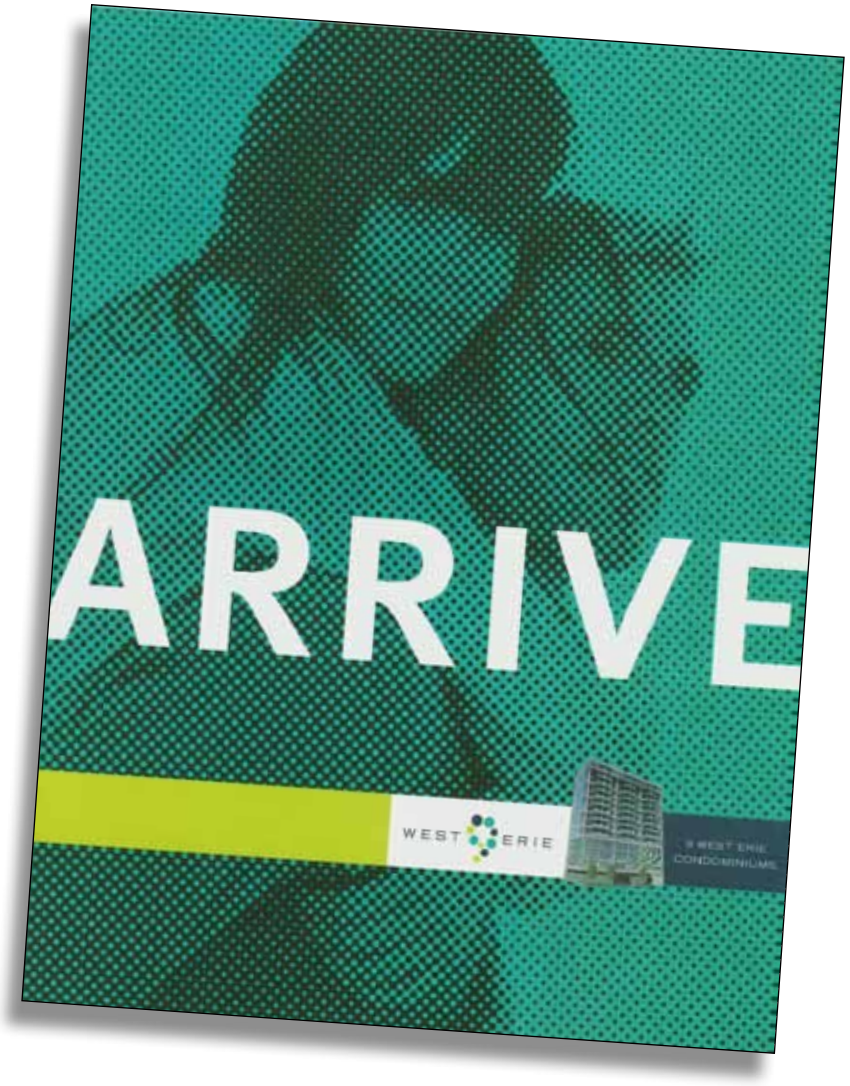
upshift

Magnificent branding reaches homebuyers in Magnificent Mile neighborhood.



industry

- real estate

deliverables

- brand strategy
- identity/logo
- marketing collateral
- web site design
- signage
- advertising & media buy
- sales center design

challenge

In Chicago's desirable River North area, many prestigious, high-end residential developments serve the needs of buyers who value trend-setting design, downtown activity and eco-friendly living. Our challenge was to market a 42-unit boutique condominium building located near the Magnificent Mile on a limited marketing budget and time frame. Other significant hurdles included a sour housing market and a location surrounded by many other real estate options. Thus, a strong brand and impactive ads were required.

solution

Because of its tony downtown address, UpShift utilized "9 West Erie" as the development's name. We then infused the brand with an image influenced by high-end spas and hotels, namely a fashionable color palette of teal and blue mixed with bamboo accents and pixelated photos.

The brand is also earth-friendly, speaking to the building's LEED Certification. Print communications were printed at a FSC-certified printer using soy inks and recycled papers made with post-consumer waste.

results

UpShift's extensive experience with lifestyle consumer brands combined with success in real estate marketing, allowed 9 West Erie to make an immediate splash in the market—the developer sold 11 of the 42 units on opening night alone.

The logo, web site and sales center interior received awards from:

- The Communicator Awards
- Logo Lounge
- American Graphic Design Awards
- Chicagoland Home Builders Association