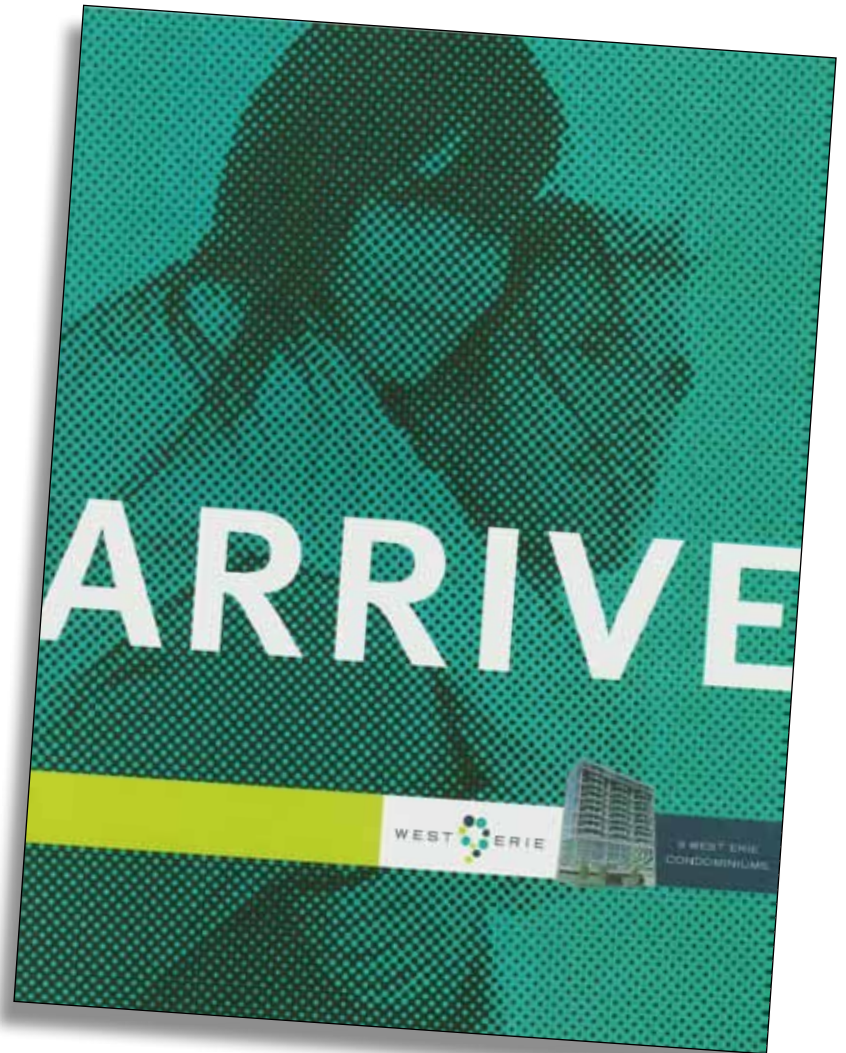


upshift

Magnificent branding reaches homebuyers in Magnificent Mile neighborhood.



### 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 impactful 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

- industry**
- real estate

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