

upshift

In the game of chess, smart strategy always wins. Real estate marketing is no different.

true loft living
12 foot ceilings
+ stunning views

smart strategy



TRUE LOFT LIVING	MODERN AMENITIES	AMAZING VIEWS	UNBEATABLE VALUE	HISTORIC BUILDING	OUTSIDE NEIGHBORHOOD
<p>TRUE LOFT LIVING A BRAND NEW CONDO BUILDING THAT FITS YOUR PERSONALITY</p> <p>What adds up to a smart investment? A newly renovated loft building with high ceilings, modern amenities, balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move.</p> <p>What adds up to a smart investment? A newly renovated loft building with high ceilings, modern amenities, balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move.</p>	<p>MODERN AMENITIES ALL THE STYLISH AND DELICIOUS TOUCHES YOU WANT</p> <p>A newly renovated loft building with high ceilings, modern amenities, balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move.</p> <p>Stunning, balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move. And for a limited time get no payments for one year! Smart move.</p>	<p>AMAZING VIEWS PROSPERITY IN THE HEART OF A GREAT CITY</p> <p>What adds up to a smart investment? A newly renovated loft building with high ceilings, modern amenities, balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move.</p> <p>Stunning, balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move.</p>	<p>UNBEATABLE VALUE A NEW BUILDING IN THE HEART OF THE CITY</p> <p>The ceilings, modern amenities, balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move.</p> <p>What adds up to a smart investment? A newly renovated loft building with high ceilings, modern amenities, balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move.</p>	<p>HISTORIC BUILDING THE BEST OF BOTH WORLDS</p> <p>What adds up to a smart investment? A newly renovated loft building with high ceilings, modern amenities, balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move.</p> <p>What adds up to a smart investment? A newly renovated loft building with high ceilings, modern amenities, balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move.</p>	<p>OUTSIDE NEIGHBORHOOD STYLISH LOFTS IN THE HEART OF THE CITY</p> <p>Stunning balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move.</p> <p>What adds up to a smart investment? A newly renovated loft building with high ceilings, modern amenities, balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move.</p>




challenge

Chess Lofts is a redevelopment of a building that was once the headquarters of Chess Records, a popular blues and jazz label in Chicago.

Challenge #1: The previous visual execution for Chess Lofts didn't work because most young buyers had not heard of the legendary record label.

Challenge #2: With a glut of new condo developments in Chicago's South Loop, sales had stagnated. In fact, Chess Lofts had gone 12 months without a single sale and foot traffic had stopped.

solution

Rather than focusing on Chess Records, we opted to play up the "smart strategy" of a chess game—as well as the smart benefits of true loft living, views of Lake Michigan, proximity to the Loop and 1-year free assessments.

Elements of the historic building that we highlighted in communications include 12-foot ceilings, antique marble lobby, and wrought iron balconies.

We empowered the brand with a rich yellow color that has stopping power. A red plus sign represents how Chess Lofts "adds up to smart strategy."

results

Did UpShift deliver? You bet we did.

Foot traffic to the sales center increased 400% the first month after the redesigned campaign launched. Sales also took a dramatic upturn. From zero sales in the year before we were hired to 8 sales in just 3 months—a huge turn-around in a tough market.

Additionally, UpShift received an award from the Chicagoland Home Builders Association for our work.

industry
• real estate

deliverables
• brand strategy
• logo/identity
• web site design
• marketing collateral
• signage/billboards
• sales center signage