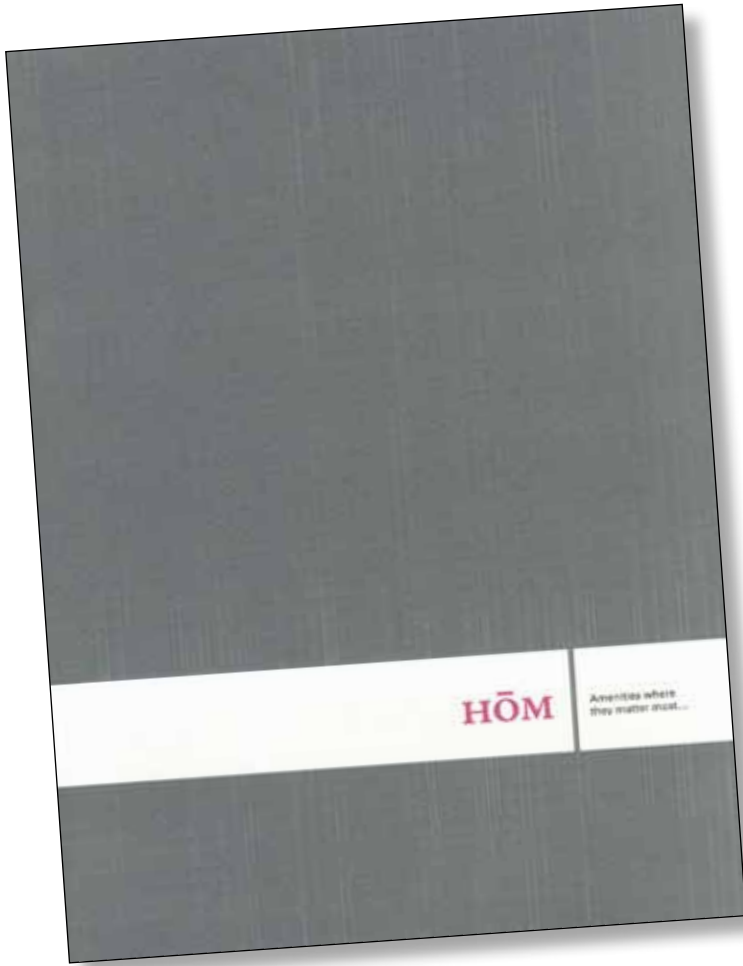


Home Sweet HÖM. New home buying concept in Chicago's South Loop demand a new approach.



challenge

Over the past decade or two, dozens of condominium projects have sprung up in the South Loop of Chicago. Many of these developments offer a similar mix of building amenities and price points, aimed at similar buyers. Thus, it's become increasingly difficult for developers and marketers to stand apart from the competition.

Provence Development Group—and UpShift—knew a different approach was needed to promote their upscale residential high-rise.

solution

Most condominium developments have a lobby packed with rarely-used amenities such as spas and movie theatres—yet those spaces push unit costs higher. Plus, to get homes furnished the way buyers truly want, most developments offer in-home amenities as expensive upgrades.

UpShift proposed to Provence that they scrap this approach and instead let the buyer choose from free in-home amenity packages. Amenities where they matter most—in the home—led to the unique development name HÖM.

results

There's no place like HÖM. Prospective buyers were thrilled with the idea that they could get precisely the amenities they want in their home, not in a lobby.

Home Sweet HÖM. We received the following awards for our work:

- Website: Communicator Awards
- Brochure: Communicator Awards
- Website: W3 Awards

- industry
- real estate

- deliverables
- logo/brand identity
- marketing collateral
- web site design
- advertising
- media buy
- signage/billboards
- sales center graphics