

# High-end aesthetic and integrated marketing for Snaidero's Merchandise Mart showroom.



## challenge

### industry

- consumer products
- retail

### deliverables

- brand identity
- signage
- web site design
- event graphics
- eNews & social media
- direct mail marketing

Snaidero designs and manufactures custom Italian kitchens and accessories. They are one of the few Italian companies to be awarded the international environmental certification for dedication towards best procedures on environmentally-sensitive activities.

Studio Snaidero Chicago is the Midwest sales office located in the Chicago Merchandise Mart. They sell custom kitchen designs to consumers, interior designers and developers of large-scale high-end condominium developments.

## solution

UpShift assists Snaidero Chicago with design efforts to increase awareness of the sales showroom in the Merchandise Mart amongst architects, interior designers and upscale consumers.

Branding and marketing endeavors include print advertising, direct mail, interior and exterior signage, website design, event graphics and eCommunications. Our design solutions must comply with brand identity guidelines set up by Italy, yet are customized to appeal to Midwest tastes.

## results

We help Snaidero Chicago market to condo developers to make their custom kitchens a standard offering in high-end developments.

Additionally, we are increasing sales of Snaidero Accessories to homeowners who already own a Snaidero kitchen, a resourceful area of increased sales during the recent housing downturn.

The Snaidero website we designed won an award from the International Academy of Visual Arts.