

Kansas City's historic Westport neighborhood is hip again

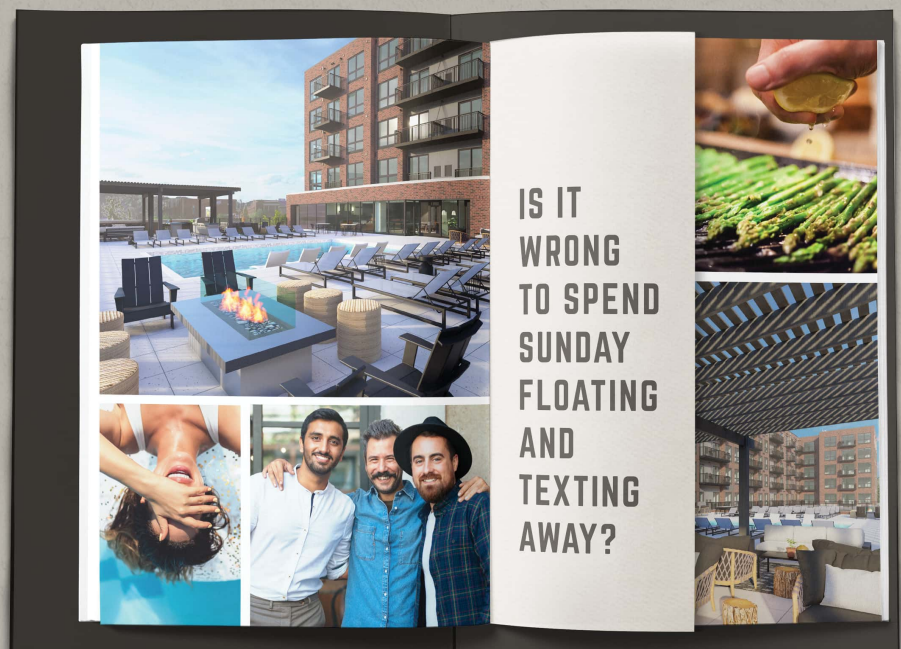
OBJECTIVE

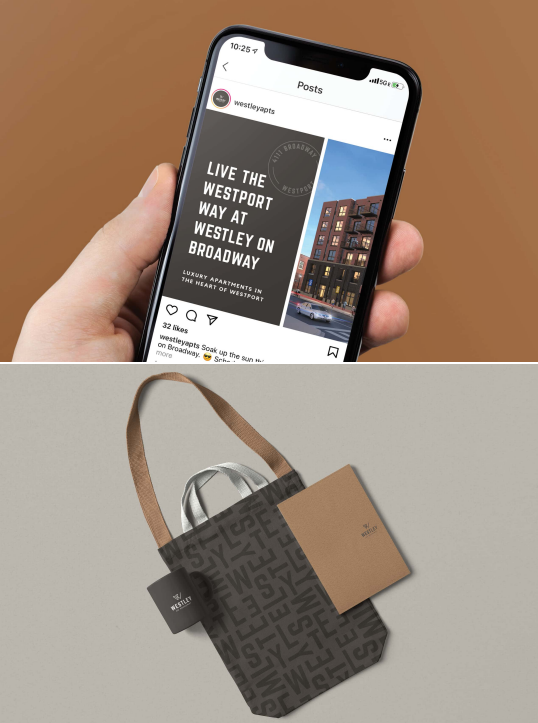
UpShift partnered with Opus and Willow Bridge to create a brand for a luxury residence in Kansas City's Westport area.

SOLUTION

Westport was once the gateway to the west—its brick streets have ruts from heavy wagons. Opus was investing heavily in the emerging area but they sought to maintain the neighborhood's character. So they hired UpShift to create an innovative brand, complete with authentic collateral, signage and a custom website that appeal to the eclectic community while attracting new residents. Our website won Gold at the Horizontal Interactive Awards and led to record-fast lease-ups.

RESULTS





Westley on Broadway Kansas City, MO

upshift

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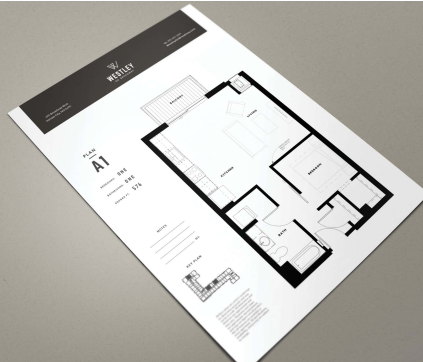
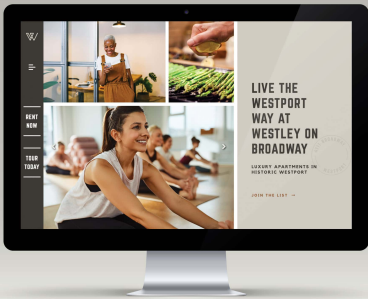
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