

# An elegant brand for upscale living in San Francisco

## OBJECTIVE

Shorenstein is one of the nation's oldest and most respected real estate organizations. When they developed 1066 Market Street, a 303-unit luxury residence in downtown San Francisco, they sought UpShift's expertise to create an engaging brand, marketing collateral, and website.

## SOLUTION

We delivered a distinctive brand that carefully balanced elements of luxury and urban vibes. Marketing included print, web, signage, social media, and video that delivered a positive reception and record-fast lease-ups, which maximized Shorenstein's marketing ROI.

## RESULTS

