

## Upscale, Modern Multifamily Brand near Millennium Park

### OBJECTIVE

UpShift partnered with Mocer+Roszak and Willow Bridge (Lincoln) to develop the brand for a luxury apartment building near Michigan Avenue, the Loop, and Grant Park.

### SOLUTION

We created the name based on the views of Millennium and Grant Parks. The upscale, refined brand identity was classic yet modern, and included upscale print collateral, custom website with real-time leasing API, signage, outdoor ads, and a robust advertising campaign. Our work led to record-fast lease-ups during a challenging pandemic market, with the top penthouse floors achieving unprecedented rent rates.

### RESULTS



