

# Creative and sophisticated marketing that made a “Marke” in Elmhurst

## OBJECTIVE

The Marke is a transit-oriented development with unprecedented levels of design, amenities and sophistication in Elmhurst. During the pandemic, young professionals sought out larger spaces and a more relaxed lifestyle in the suburbs. However, they didn't want to give up any of the design, luxuries or conveniences that they were used to from city living. The Marke delivered on all fronts.

## SOLUTION

UpShift created a sophisticated brand, website, and marketing collateral with a strong design aesthetic across the full spectrum of touchpoints, including website, print, social media, advertising, and signage.

## RESULTS



