

upshift

Niche 905 Apartments
Chicago, IL

Upscale Chicago
apartment
marketing targets
trendsetters

OBJECTIVE
Create a brand and marketing strategy for an ultra-upscale Class-A apartment community in a sought-after area of downtown Chicago, near River North, Old Town, and the Gold Coast.

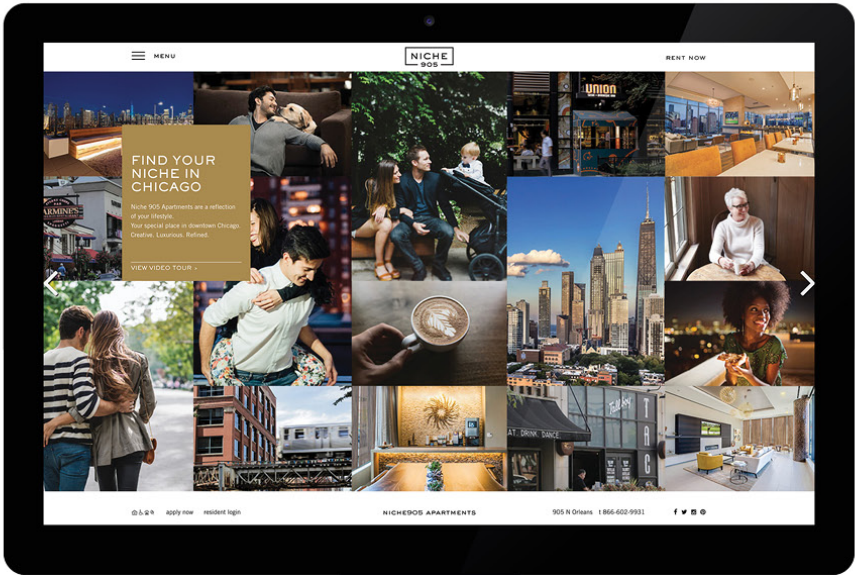
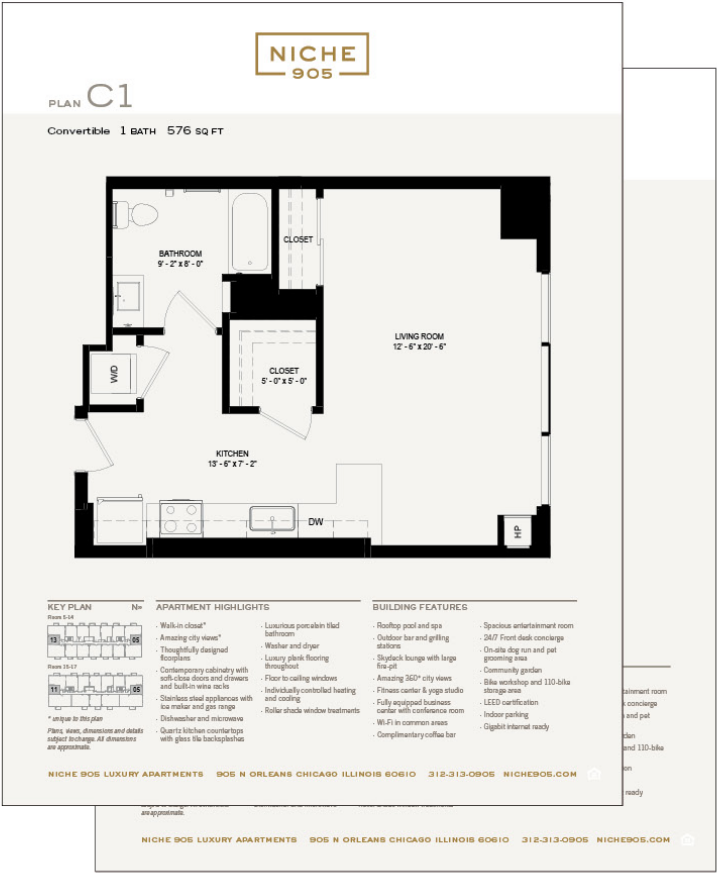
SOLUTION
UpShift developed an artistic brand with engaging advertising that resonates with young professionals. Marketing efforts utilized digital channels, social media, radio, transit signage, and a custom website with API feed to connect with target demographics where they work, live, and play.



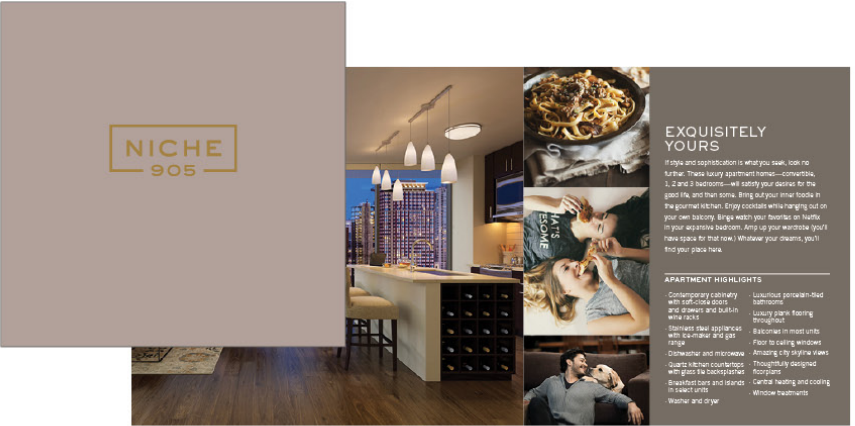
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Overview



NOW LEASING
FIND YOUR NICHE AT
Niche905.com
(855) 983-9938
See more at @MyChicagoNiche



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Business Cards



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Brochure Cover





EXQUISITELY YOURS

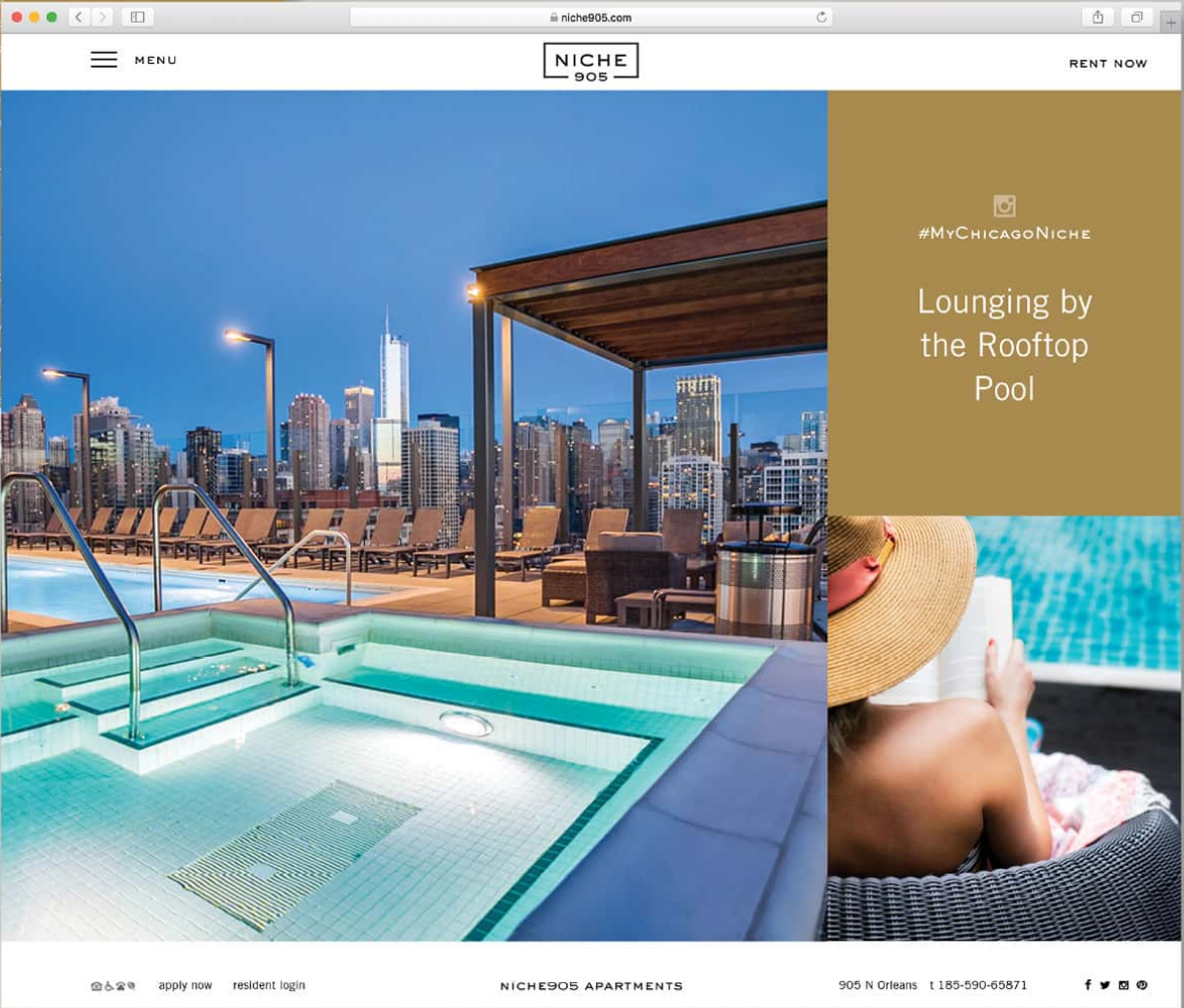
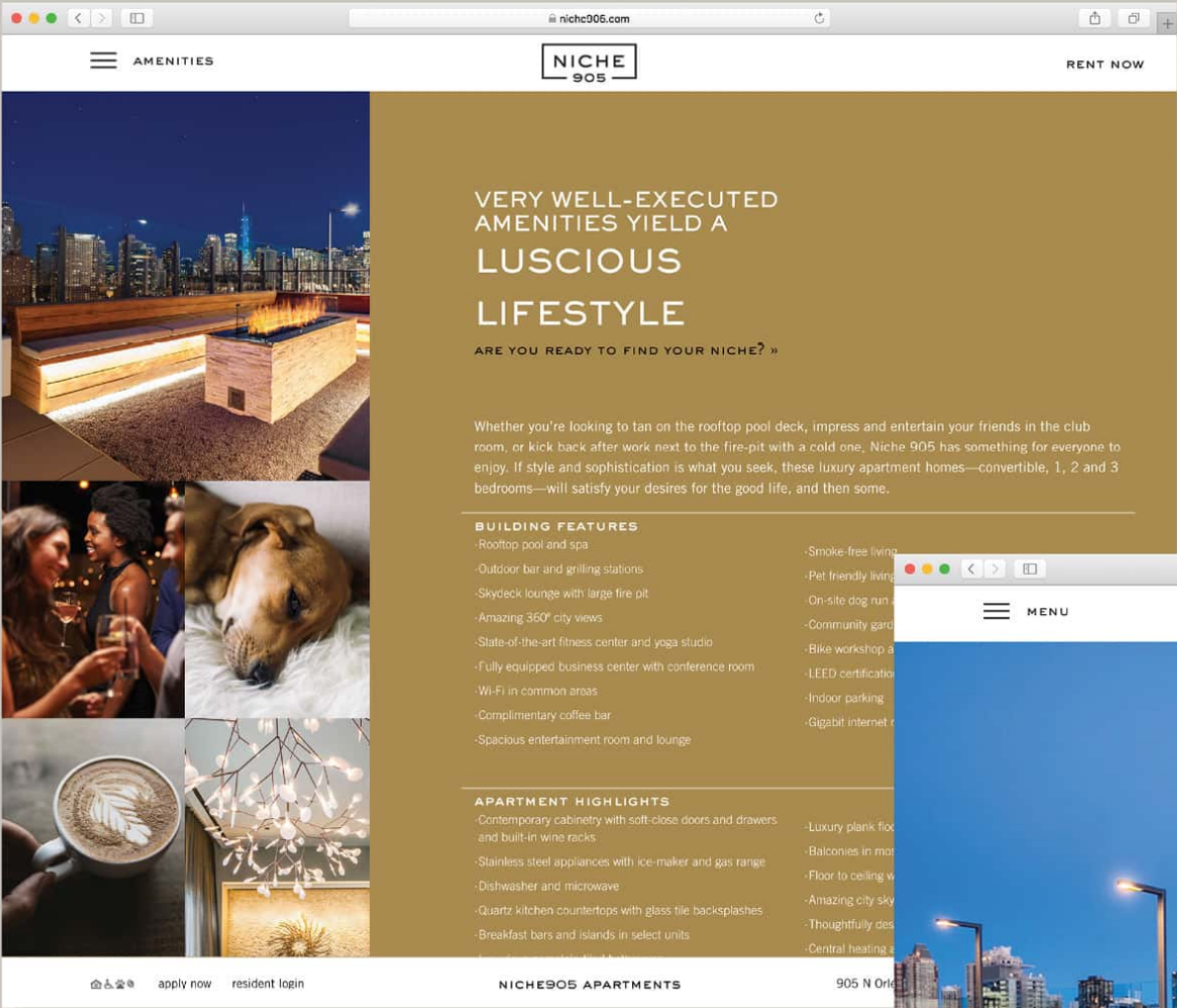
If style and sophistication is what you seek, look no further. These luxury apartment homes—convertible, 1, 2 and 3 bedrooms—will satisfy your desires for the good life, and then some. Bring out your inner foodie in the gourmet kitchen. Enjoy cocktails while hanging out on your own balcony. Binge watch your favorites on Netflix in your expansive bedroom. Amp up your wardrobe (you'll have space for that now.) Whatever your dreams, you'll find your place here.

APARTMENT HIGHLIGHTS

- Contemporary cabinetry with soft-close doors and drawers and built-in wine racks
- Stainless steel appliances with ice-maker and gas range
- Dishwasher and microwave
- Quartz kitchen countertops with glass tile backsplashes
- Breakfast bars and islands in select units
- Washer and dryer
- Luxurious porcelain-tiled bathrooms
- Luxury plank flooring throughout
- Balconies in most units
- Floor to ceiling windows
- Amazing city skyline views
- Thoughtfully designed floorplans
- Central heating and cooling
- Window treatments







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Interior Sign



Exterior Sign

