

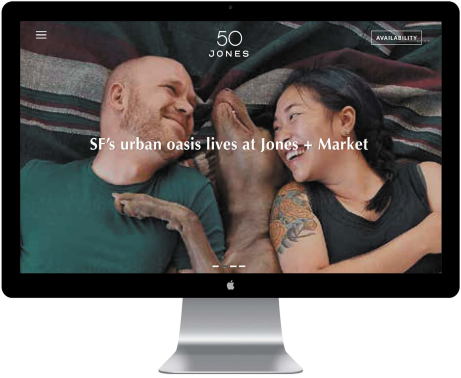
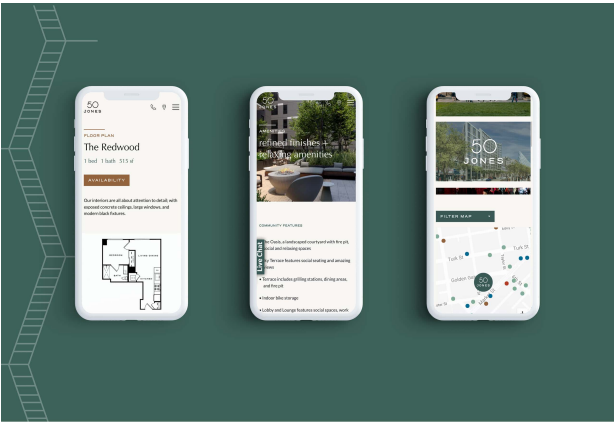
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50 Jones Apartments
San Francisco, CA

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.

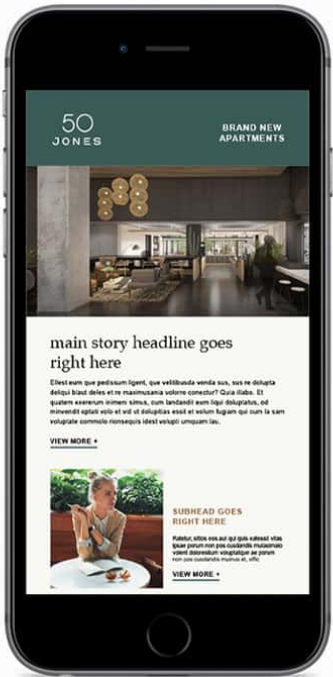
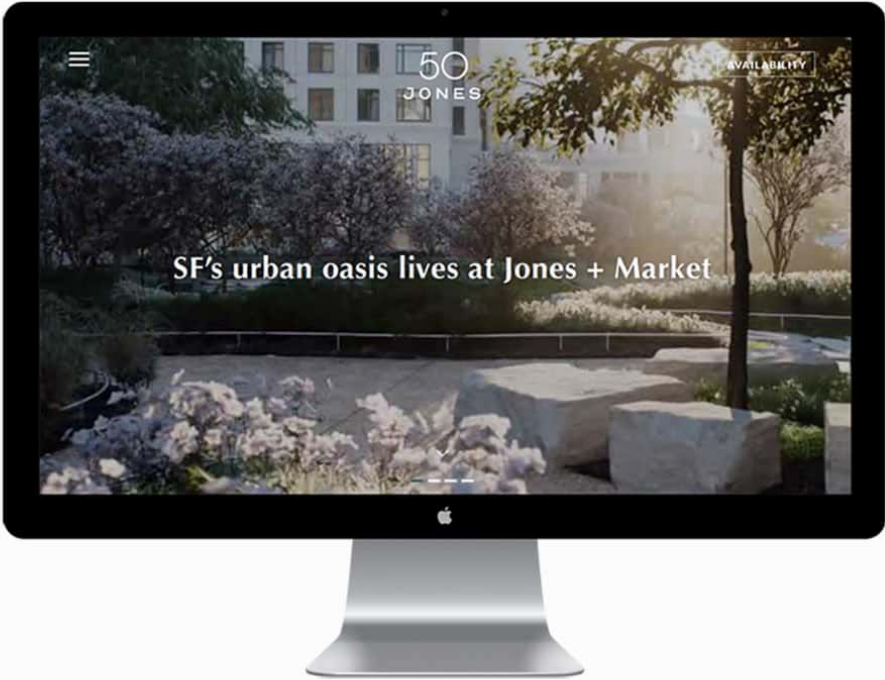
SOLUTION
We delivered a distinctive brand that carefully balanced elements of luxury and urban vibes. Marketing included print, web, signage, social media, and video that delivered a positive reception and record-fast lease-ups, which maximized Shorenstein’s marketing ROI.



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Overview

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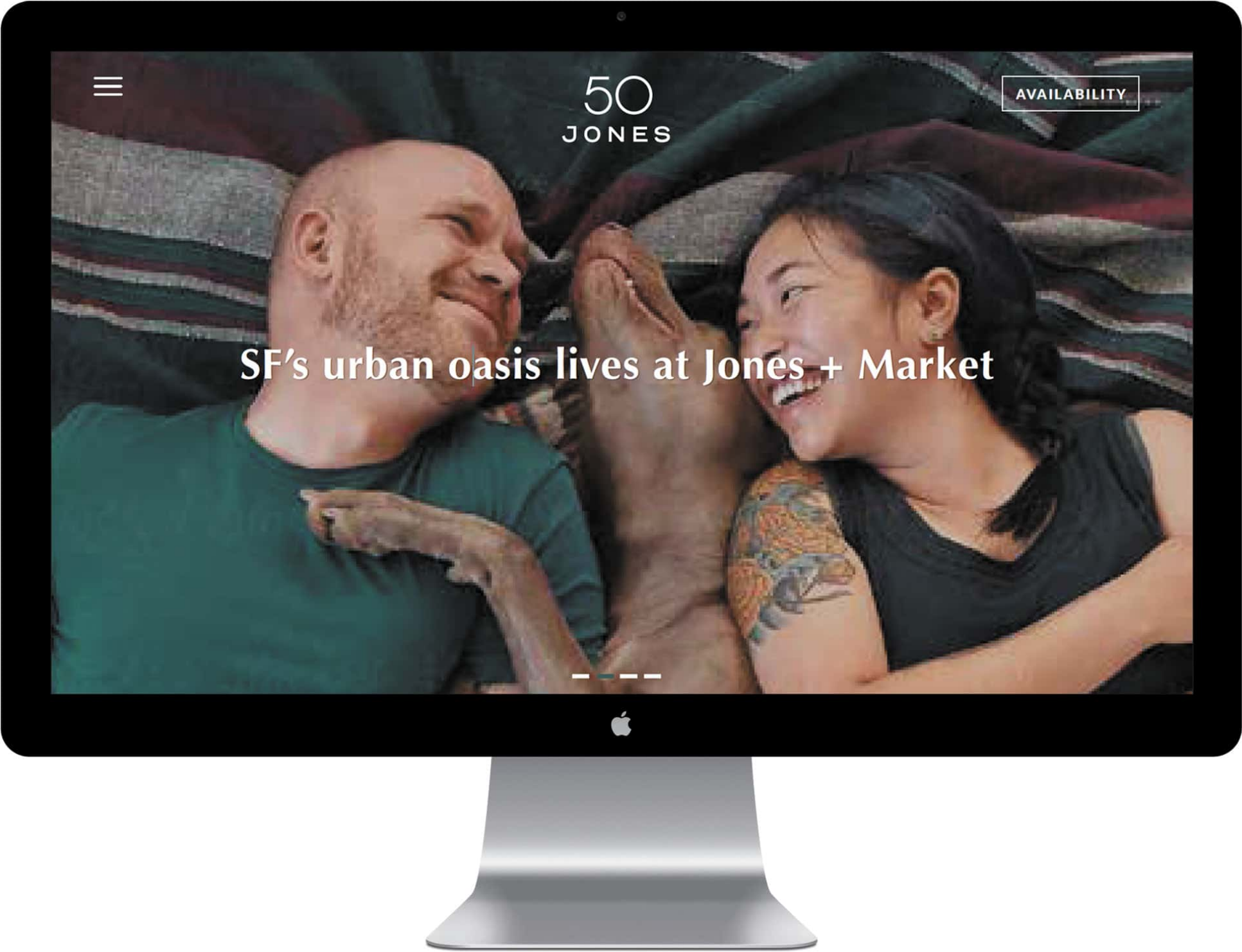


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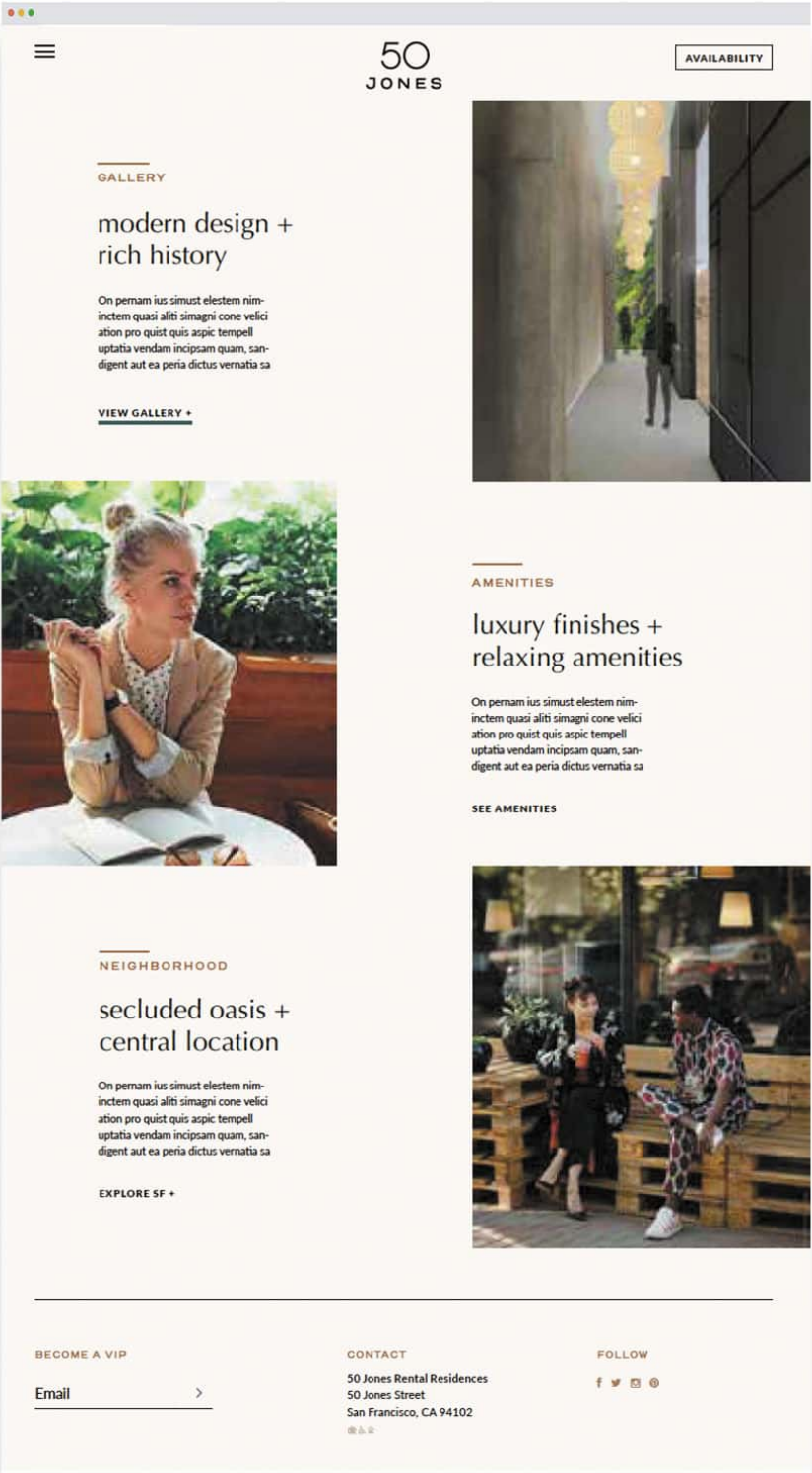
San Francisco, CA

Custom Website



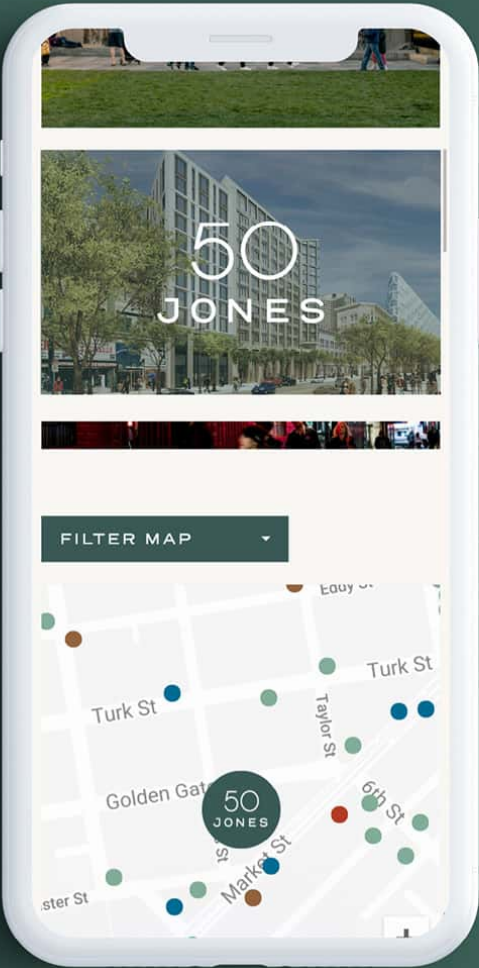
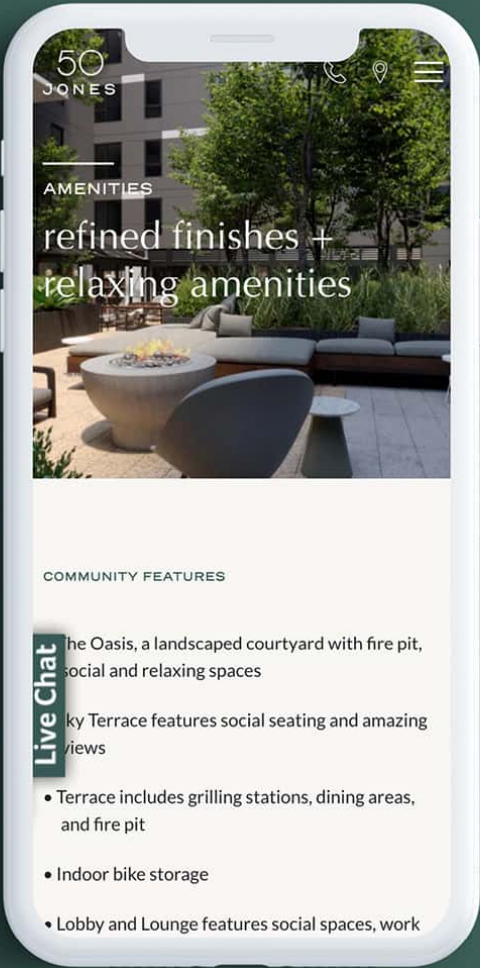
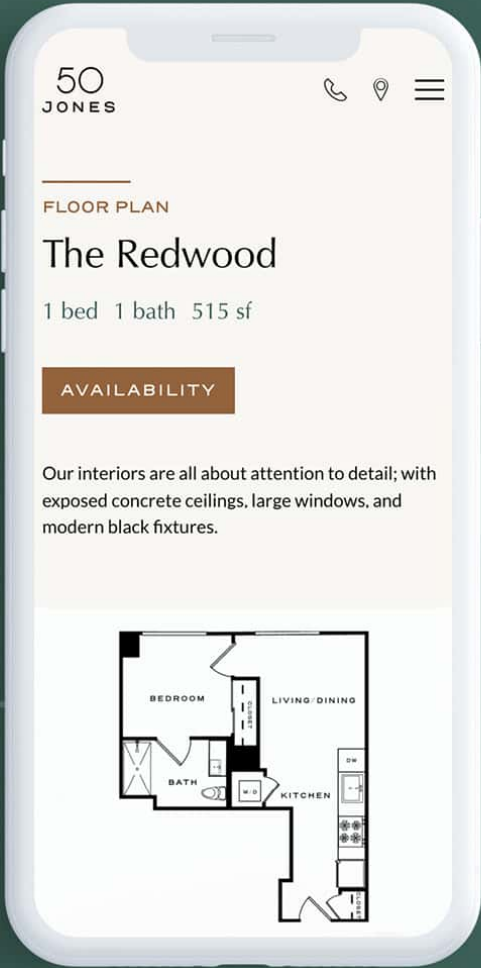
50 Jones Apartments
San Francisco, CA

Custom Website



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San Francisco, CA

Mobile Site



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San Francisco, CA

Custom Brochure &
Neighborhood Look Book
Cover



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San Francisco, CA

Custom Brochure &
Neighborhood Look Book
Spread



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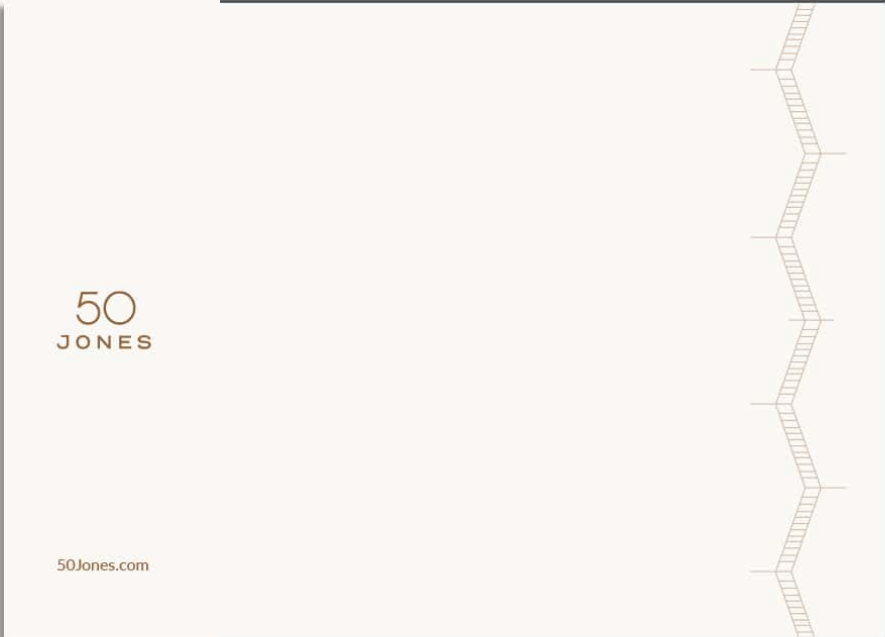
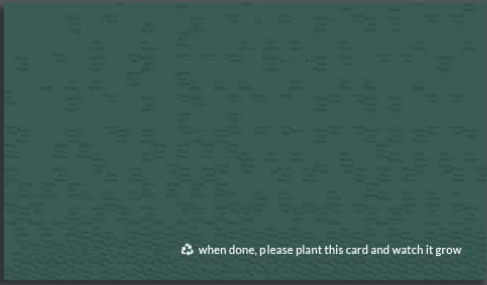
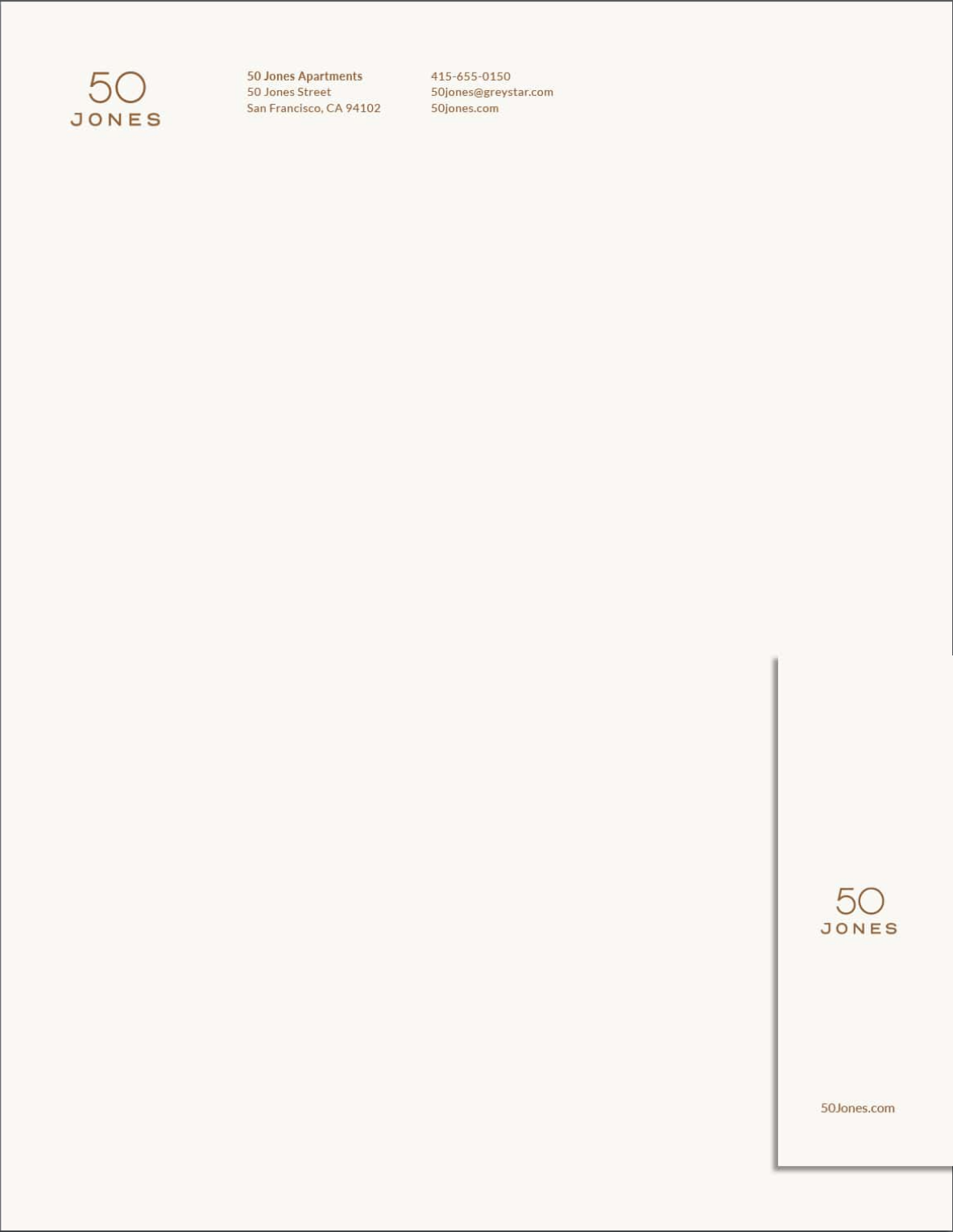
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Merchandise



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Stationery Kit



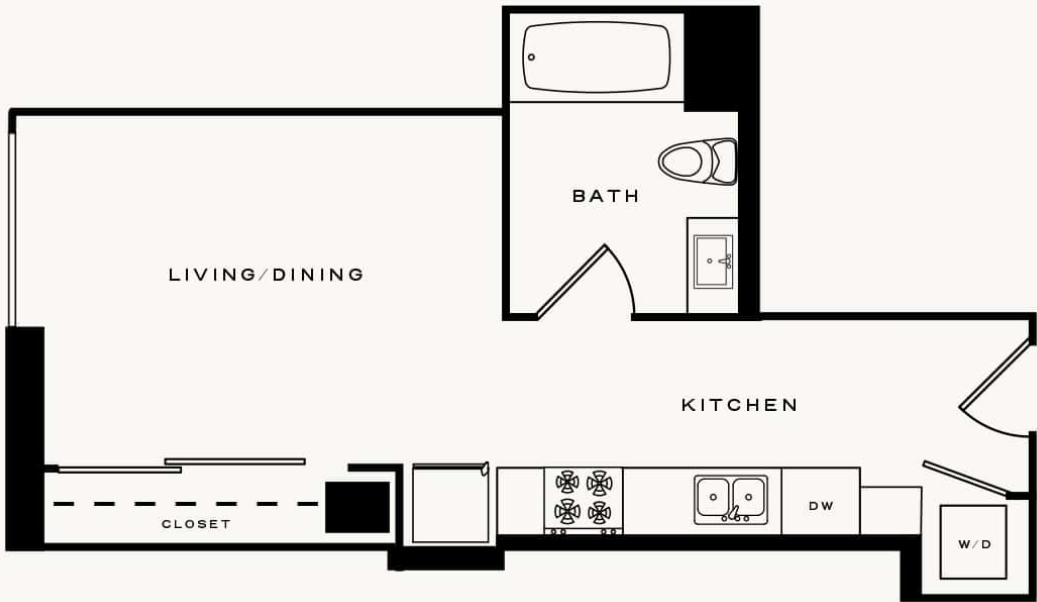
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The Turk

STUDIO 1 BATH 420 SF



All floor plans are artist's renderings for illustrative purposes and may not be to scale. All dimensions and distances are approximate and may vary. All photos and views are approximate representations and may not depict actual product. Not all features are available in every apartment. All specifications, availability, and pricing are subject to change.



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Exterior Signage





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Exterior Signage



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Exterior Construction
Signage



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Exterior Construction
Signage

