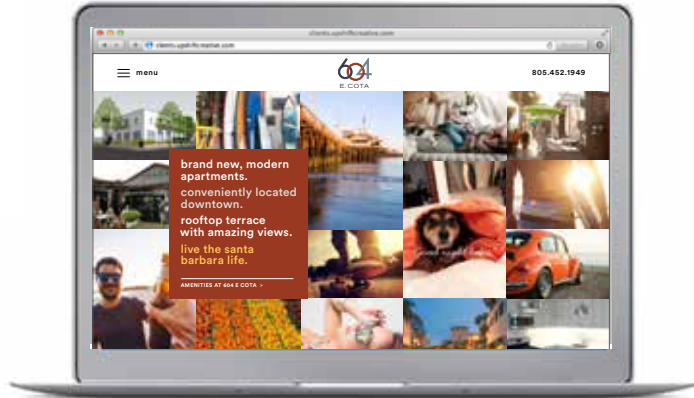


upshift

Introducing a sunny, dynamic lifestyle brand to Santa Barbara's real estate market to foster fast lease-ups in America's Riviera.



open house
JUNE 16TH 11-7PM

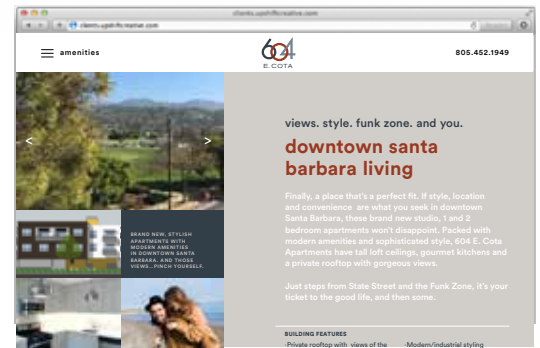
amazing views.
downtown santa barbara.
brand new apartments.
NOW LEASING

Prosecco, sparkling wine and beverages from nearby neighbors. Beer from Mission Brewery & Apertures from Los Angeles.

↑

amazing rooftop views.

805.452.1949
LIVE604ECOTA.COM



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PROPERTY MANAGER

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industry

- real estate

deliverables

- brand identity
- logo design
- web site design
- marketing collateral
- signage

website

- LIVE604ECOTA.com

challenge

California has one of the toughest housing markets in the country. Tougher still is Santa Barbara's, with limited buildable area between the Santa Ynez Mountains and Pacific Ocean. Another hurdle in this Central Coast city is a populace that recoils from large developments. But a recent mandate passed by California voters has loosened local building restrictions in the hopes of eliminating a statewide housing crisis. Our client, Peter Lewis, is a long-term resident of SB and has earned a solid reputation for building for-sale and rental housing that fits the scale, culture and architectural vibe of this photogenic town.

www.upshiftcreative.com

solution

Peter had approval from city leaders for a small-scale modern building with subtle Spanish influences. He also had a coveted plot near Santa Barbara's State Street and Funk Zone. What he needed was a marketing partner to help his development stand out from a few competitors. Therefore, UpShift introduced the lifestyle branding approach that we've utilized successfully all across the country to help multi-family housing both stand out and also connect with prospective residents. The laid-back, sunny vibe that residents would enjoy by living so close to work, shops, and beach very much drove the emotional resonance of the brand.

results

Historically, most developments in Santa Barbara barely make an effort to create a logo, yet alone a comprehensive brand image that's cohesive across web site, signage, brochures and advertising. UpShift's lifestyle branding was a first to the area, creating a sense of connection that highlighted the building's architecture, stylish interiors, and stunning views of beach and mountains from the private roofdeck. The premium brand we created allowed Cota to establish new record rents while leasing up in record time. As SB evolves from beach town to tech center, UpShift is ready to build strong marketing connections for today's workforce housing.