

upshift

Creating awareness and energy (as well as foot traffic) for the rooftop bar Aire, located atop Chicago's Hyatt Centric.



challenge

The Hyatt Centric is a youth-oriented, lifestyle brand developed to appeal to Millennials and unconventional business travellers. Their rooftop outdoor bar in Chicago's Loop, called Aire, is a unique hideaway in the CBD offering stunning 360° views and refreshing cocktails. But it struggled to achieve desired traffic volumes during the few summer months that it is open. A big part of the problem was an anemic marketing presence both within the hotel and at street level. Simply put, nobody knew it was there.

solution

Hyatt Centric's marketing director hired UpShift due to our work in both hospitality and retail window signage. To coincide with their new events and programming package planned for summer 2017, we suggested window signage, digital displays and in-lobby marketing that would entice passersby to investigate the unique rooftop bar. We wanted to promote their happy hour as a way to encourage office Loop workers as well as hotel guests to have a drink before heading off to their other nightly adventures.

results

The Hyatt Centric was very pleased with the graphics we created across print, digital and signage channels. UpShift worked within the highly-defined brand standards of Hyatt yet we infused the graphics with energy and creativity. Traffic to the rooftop increased dramatically, leading to higher per-ticket sales, more traffic during weeknights, and hotel guests treating the rooftop as a coveted amenity space. We were brought back again in 2018 to revise and expand the marketing.

industry

- hospitality

deliverables

- marketing
- signage design
- menu design