

upshift

We launch a powerful, friendly brand identity and state-of-the-art website for Laramar’s urban portfolio.

**LOCAL**



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APARTMENTS

DAVID EGELAND  
VP Marketing

degeland@LaramarLocal.com  
(312)-879-7569  
LaramarLocal.com

30 South Wacker Dr.  
Suite 2750  
Chicago, IL 60606

challenge

With properties in over 10 states nationwide, including California, Colorado, Texas, Illinois and Florida, Laramar Group is a leader in real estate services.

Laramar Group tasked Upshift with creating a sub-brand for Laramar’s urban properties allowing for quick, easy apartment searches within many of America’s most in-demand neighborhoods. This new sub-brand needed a strong, fashion-forward name, brand strategy and identity, as well as a fully responsive website.

solution

Named “Laramar Local” by UpShift, the new name was chosen based on surveys that show this demographic has a strong connection to their local neighborhoods.

The brand is modern, edgy and refined to convey an artistic, urban vibe. And the website, is entirely responsive to deliver the same experience across every device. It lets prospective tenants search by specific neighborhoods and connect with the “Local” brand strategy with information about each neighborhood’s favorite local eateries, shops, experiences, and transportation.

results

Since the launch of this dynamic brand, Laramar Local has received rave reviews and an increase in their product portfolio. Residents and apartment managers like the “live local” messaging we created. Younger professionals, who are Local’s core target group, appreciate their friendly and edgy images, combined with state-of-the-art website and search features.

The success has been so great that Laramar Group enlisted UpShift to begin rolling out even more cities into the Laramar Local sub-brand.