

upshift

Retro and chic brand is a perfect fit for Chicago's West Loop apartment building.



THE MADISON AT RACINE



challenge

Built in 2014, The Madison at Racine is one of Chicago's newest residential and retail developments. Located in the trendy West Loop neighborhood—and home to Google, Soho Lofts and many hot restaurants—The Madison required a hip, polished brand identity that was also authentic enough to appeal to the young, professional and style-conscious residents of that booming area.

solution

To set The Madison apart from competitors and tap into the urban, timber loft feel of the neighboring buildings, UpShift developed a brand identity that personified The Madison, brought it to life through the lives of the residents. Use of language such as “I am Madison” made The Madison at Racine more than just a residential development, but about the people who live there.

results

Deliverables for The Madison included responsive web site design, print collateral, eNews and social media, as well as site signage and advertising. Under retainer, UpShift was on board for a full year to assist with event marketing, signage, media strategy and more to ensure consistency and results. Leasing was off to a strong start—with 40% leased before opening—due to a distinctive brand identity and smart media placement.

industry

- real estate

deliverables

- brand strategy
- web site design
- marketing collateral
- eNews and social media
- signage