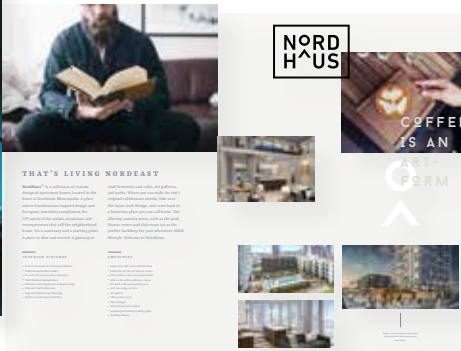


upshift

Embracing Minnesotans love of the outdoors with a modern take on Scandinavia for a thoroughly luxurious offering by Lennar.



industry

- real estate

deliverables

- brand strategy
- naming
- logo design
- marketing collateral
- web site design
- signage & advertising

website

- LiveNordhaus.com

challenge

NordHaus is a new multi-family rental residence built by Lennar's LMC division in the red-hot Northeast neighborhood near downtown Minneapolis. It brings unprecedented levels of space, style and amenities to the area while appealing to a carefree, artistic individual who seeks an emerging neighborhood that's just a short walk or bike ride into the central business district. With new high-tech jobs nearby at Target, Amazon and Google, Lennar had to carefully balance those who seek both an offbeat neighborhood and also luxurious amenities and unsurpassed service.

solution

UpShift created the brand to appeal to Minnesotan's pride in their north culture—from the Nordic-inspired name that we developed to the brand identity that favors outdoorsy imagery. The website is a thoroughly modern experience, customized with animations, responsiveness, API real-time leasing, and social media integration. We also utilized many non-traditional marketing vehicles, such as the oversized tabloid-style brochure, smart SEO and SEM, and unique advertising across print, outdoor and digital. As a result, we delivered to Lennar a cost-effective solution with staying power.

results

Although UpShift was new to the Minneapolis market, we took our time to learn the local culture to craft a brand with resonance. Combined with this being Lennar's first foray into Minneapolis, the last thing we wanted was to come off as outsiders. Quickly after launch, NordHaus became the comp for other developments to beat. Buzz was solid, leading to high foot traffic and quick lease ups. Minneapolans embraced the clever mish-mash of everything-Scandinavian—recognizing the warmth of the outdoorsy vibe (snowy images and all) as well as the mixture of modern and heritage.