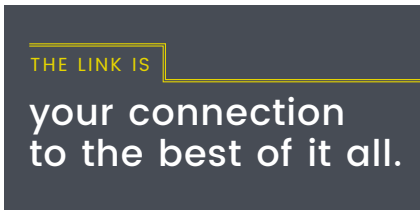
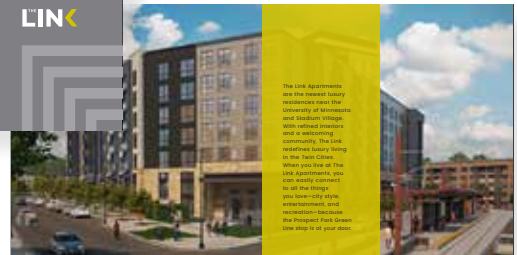


upshift

Winning strategy “links” this luxury apartment building to the U-M Dinkytown population and downtown Minneapolis.

THE LINK



challenge

CA approached us to develop a fresh and energetic brand that would appeal to the college student population and recently-graduated professionals for this new luxury apartment development on a busy transit line that links the University of Minnesota with downtown Minneapolis. CA was attracted to our “blank sheet” approach to brand building—meaning, we don’t just work from templates but instead create a unique vision and voice.

solution

We created naming, brand identity, and marketing collateral that would position The Link as a sophisticated yet still active residence that would appeal to both students and professionals. To help this development stand out in a crowded market, we avoided cliches of college colors and pendants that other nearby properties were overusing. Instead, we took our inspiration from the adjacent metro train line that whisks residents to downtown Minneapolis.

results

UpShift excels at delivering brands across the full spectrum of deliverables, including signage, print collateral, web site, social media and advertising. It is this cohesion of strategy and marketing that helps developments stand out, gain traction, and boost lease ups. The Link was one of CA’s fastest-leasing buildings and also attracted more professionals who were able to pay higher rents and sign longer term leases than is typical of students.

industry

- real estate

deliverables

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

website

- LinkLiving.com