

upshift

In the game of chess, smart strategy always wins.
Branding and marketing for real estate is no different.

true loft living
12 foot ceilings
+ stunning views

smart strategy

TRUE LOFT LIVING	MODERN RENOVATED	AMAZING VIEWS	UNBEATABLE VALUE	HISTORIC 9th FLOOR	OUTSIDE NEIGHBORHOOD
A BRAND NEW RENOVATED UNIT THAT FITS YOUR PERSONALITY	CALL FOR DETAILS AND VISITATIONS TODAY TO SEE THE UNIT	PROFITS OF A BEACHFRONT, A LARGE	IF YOU WANT A LOT OF ROOM, THIS UNIT IS THE PERFECT CHOICE	FOUR BEST BUILT BY THE TOP ARCHITECT	CHASS LOFTS BRINGS RENOVATED LUXURY APARTMENTS TO THE MARKET
What adds up to a smart investment? A newly renovated loft building with high ceilings, modern amenities, balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move!	A newly renovated loft building with high ceilings, modern amenities, balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move!	What adds up to a smart investment? A newly renovated loft building with high ceilings, modern amenities, balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move!	The ceilings, modern amenities, balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move!	What adds up to a smart investment? A newly renovated loft building with high ceilings, modern amenities, balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move!	Stunning balconies and stunning views in the heart of downtown. 1 & 2 bedroom loft condos from \$229,900. And for a limited time get no payments for one year! Smart move!



challenge

Chess Lofts is a redevelopment of a building that was once the headquarters of Chess Records, a popular blues and jazz label in Chicago.

Challenge #1: The previous visual execution for Chess Lofts didn't work because most young buyers had not heard of the legendary record label.

Challenge #2: With a glut of new condo developments in Chicago's South Loop, sales had stagnated. In fact, prior to the market crash of 2009, Chess Lofts had gone 12 months without a single sale and foot traffic had stopped.

www.upshiftcreative.com

solution

We opted to play up the "smart strategy" of a chess game—as well as the smart benefits of true loft living, views of Lake Michigan, proximity to the Loop and 1-year free assessments.

We empowered the brand with a rich yellow color that has stopping power. A red plus sign represents how Chess Lofts "adds up to smart strategy."

We also highlighted the historic elements of the building, including 12-foot ceilings, antique marble lobby, and wrought iron balconies.

results

Did UpShift deliver? You bet we did. Foot traffic to the sales center increased dramatically after the redesigned campaign launched. Sales also took a dramatic upturn. From zero sales in the year before we were hired to 8 sales in just 3 months—a huge turn-around in a tough market.

Additionally, UpShift received an award from the Chicagoland Home Builders Association for our work on Chess Lofts.

industry

- real estate

deliverables

- brand strategy
- logo/identity
- web site design
- marketing collateral
- signage/billboards
- sales center signage