



UpShift developed a unique, fresh name and brand for Eco18, South Loop's LEED Gold Certified development.



eco¹⁸ raises the bar on green living

Eco-Friendly South Loop Condos

eco¹⁸

eco18.com 312-751-0300

Jameson Realty Group

industry

- real estate

deliverables

- name
- logo
- brand
- print collateral
- website
- advertising
- sales center interior

challenge

Eco¹⁸ was a LEED Gold Certified project planned for the corner of State Street and 18th street in Chicago's active South Loop. Dynaprop, the developer of Eco¹⁸, turned to UpShift for a powerful branding and marketing campaign.

solution

UpShift avoided all the usual "eco-friendly" cliches (i.e., leaves, green, globes) that were popular at the time and instead developed a brand image that utilized natural elements and rich colors. Deliverables included all print communications, website design and programming, advertising, media buy and complete design of the sales center interior.

results

We developed the name Eco¹⁸ and the overall brand identity to be unique, fresh and engaging to appeal to upmarket target groups. Clever messaging, tightly integrated communications and extreme attention to detail helped Eco¹⁸ stand out from competitors. The development is still under consideration for when market conditions improve.