

# upshift

A lifestyle-driven brand backed by smart strategy changes the real estate game in Chicago.



## industry

- real estate

## deliverables

- logo/identity
- brand strategy
- web site design
- marketing collateral
- advertising
- media buy
- signage & billboards
- event graphics

## challenge

Emerald—a contemporary, 12-story twin tower condominium development in Chicago's West Loop—offers unobstructed views of downtown mixed with eco-friendly designer environs. An ultra-hip \$4 million lobby with a luxe great room, fitness center, and private bar area rivals that of many hotels.

Given our previous work for large corporations on a multitude of lifestyle brands, the developers trusted our insight to create an effective marketing approach for Emerald.

## solution

UpShift hit the ground running—hired in February with an April sales center opening. It was go time.

To communicate eco-friendly aspects of Emerald, we used a unique shade of chartreuse green as a branding element lavished at every touchpoint. All communications feature lifestyle imagery that ooze energetic nightlife and eco-friendly appeal: large martini, sexy models and bamboo. Our work went beyond traditional graphic design to include event planning, media buy and fulfillment of early buyer perks.

## results

Just as important as the design was UpShift's innovative media buy strategy. Emerald connected with buyers 24/7, where they live, work and play.

We changed the way real estate is marketed in Chicago. Emerald is more than a building, it's a lifestyle. As a result, other developments floundered while Emerald sales soared.

We received awards from:

- Chicagoland Home Builders Assoc.
- Logo Lounge
- Service Industry Ad Awards
- National Homebuilders Association