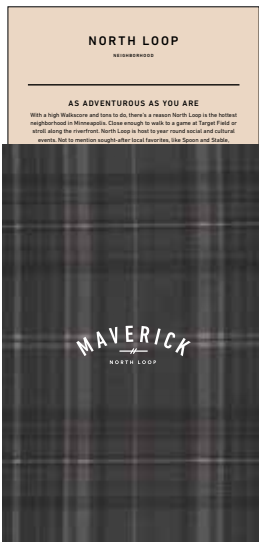




Maverick gets bold branding & creative marketing to set it apart from other developments in the North Loop of Minneapolis.



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industry

- real estate

deliverables

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

website

- LiveAtMaverick.com

challenge

Minneapolis is a vibrant, diverse and creative city that takes pride in its unique blend of culture, outdoorsy vibe and craft. Greystar Property Management, whom UpShift has worked with on many developments in Chicago, introduced us to Shorenstein who was building a new residential building in the North Loop, near the central business district. Shorenstein and architect ESG ensured that the building architecture compliments the nearby warehouse buildings and the prominent 9th Street iron bridge. They sought a brand identity that was equally bold, creative and distinctive to stand out from competitors and appeal to trendmakers.

www.upshiftcreative.com

solution

UpShift first developed the name “Maverick” to reflect the independent spirit and creative vibe of the North Loop, an area near downtown that is full of culture, award-winning restaurants and boutique shops. It references independent thinkers, creators and doers who make Minneapolis a unique place to live.

The brand’s visual identity & messaging connect closely to the neighborhood—with a warm, rich color palette and references to local hotspots. A pop of plaid reminds you that you are in the North and that nothing is cooler than log cabin chic.

results

Every communication, from website to print to social media, was carefully crafted with visuals and messaging to appeal to those who embrace the creativity and convenience of the North Loop. This custom approach to marketing set Maverick apart from other new developments in downtown Minneapolis.

Maverick launched with strong buzz, earning free writeups in publications as well as strong social media sharing. With casual yet refined interiors, in-demand amenities and smart marketing, Maverick solidified itself as the creative, stylish option in downtown apartment living—with strong lease-ups too.