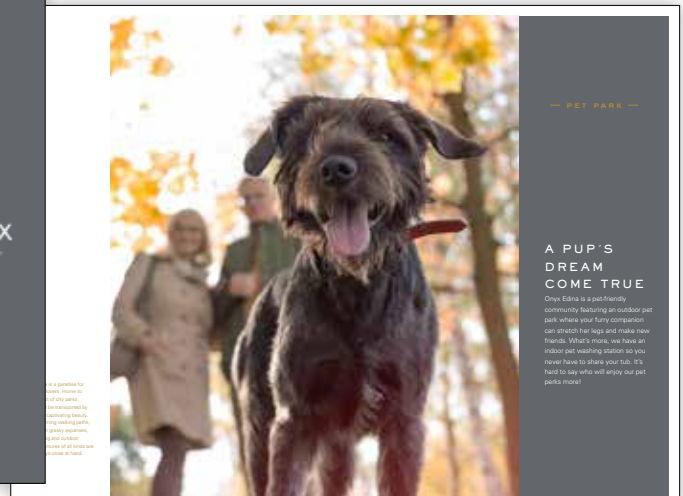
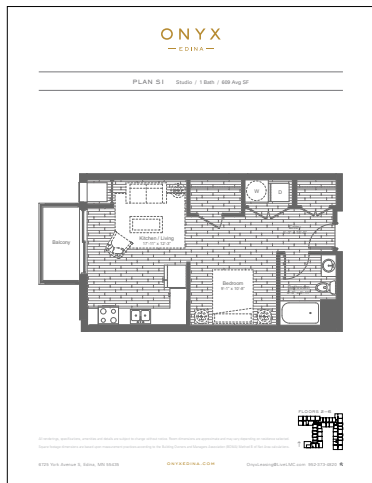


upshift

We brand the crown jewel of apartment living in Edina, Minnesota, a tony suburb outside of Minneapolis.

ONYX  
— EDINA —



industry

- real estate

deliverables

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

website

- OnyxEdina.com

challenge

Lennar is one of America's leading homebuilders, with a reputation for quality buildings dating back to their start in 1954. UpShift was selected as their nationwide partner to help expand their product offering into multi-family rental residences in Minneapolis, Chicago and Dallas. Under the new "LMC" brand, we were tasked with creating unique branding and marketing collateral for a new ultra-luxurious rental building in Edina, a tony suburb about 30 minutes from downtown Minneapolis. This property was one of the first to debut in their new apartment portfolio, so it had to establish a brand image and attract high-end residents.

[www.upshiftcreative.com](http://www.upshiftcreative.com)

solution

Because we don't have a Minneapolis office, we wanted to build a brand that felt authentic to those who call the North home. So we started with strategy—and got to know the local market. We sat with locals. We collected and studied hometown publications. We learned the lingo. Then, we dove deep into the market demographics of who would rent an apartment in Edina. The findings were insightful and drove our recommendations for logo, marketing messaging, and overall look & feel. As a result, we skewed the visuals to an older demographic, reflective of the established homes in the area and the conservative lifestyle found in Edina.

results

Lease-ups are strong at Onyx of Edina due to a careful blend of smart brand positioning, an authentic hometown vibe in all marketing collateral, and a savvy media buy that UpShift created and executed. Just as important, residents of Edina have embraced the development due to its refined messaging and build quality. This was a large score for Lennar because prior to any branding being developed, local residents were worried if a large-scale apartment building would fit in with their nearby elegant homes on grand boulevards. We crafted a conservative yet modern and luxurious brand that helped Lennar successfully launch the LMC brand.