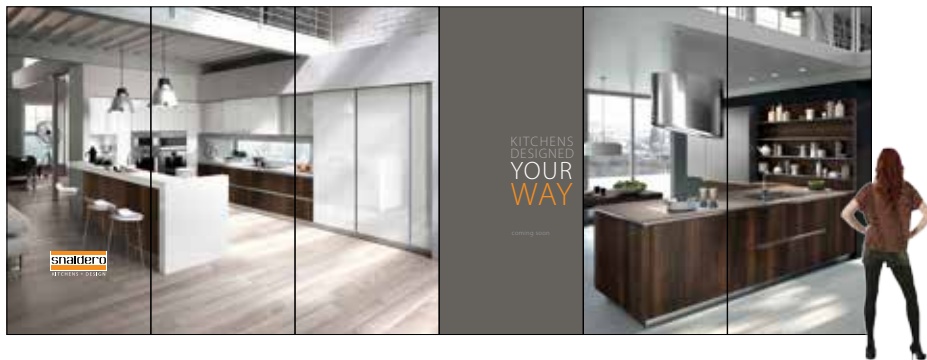
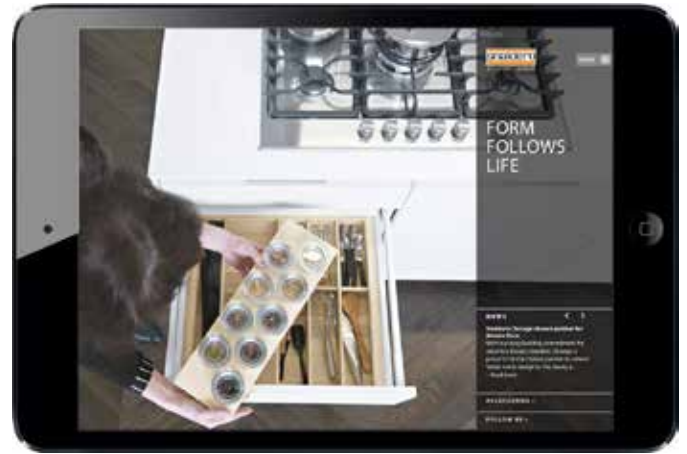


High-end aesthetic and integrated marketing for Studio Snaidero Chicago.



challenge

Snaidero designs and manufactures custom Italian kitchens and accessories. They are one of the few Italian companies to be awarded the international environmental certification for dedication towards best procedures on environmentally-sensitive activities.

Studio Snaidero Chicago is the Midwest sales office and showroom located in the Merchandise Mart and River North. They sell custom kitchen designs to consumers, interior designers and developers of large-scale high-end condominium developments.

solution

UpShift assists Snaidero Chicago with design and marketing efforts to increase awareness amongst architects, interior designers and upscale homeowners.

Branding and marketing endeavors include print advertising, direct mail, interior and exterior signage, website design, event graphics and eCommunications. Our design solutions must comply with brand identity guidelines set up by Italy, yet are customized to appeal to Midwest tastes.

results

We help Snaidero Chicago market to condo developers to make their custom kitchens a standard offering in high-end developments.

Additionally, we are increasing sales of Snaidero Accessories to homeowners who already own a Snaidero kitchen, a resourceful area of increased sales and continued customer engagement.

The Snaidero website has been awarded by multiple international competitions.

industry

- consumer goods
- retail

deliverables

- brand identity
- signage
- marketing collateral
- web site design
- event graphics
- eNews & social media
- advertising & direct mail