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U.S. News and World Report

CMK, Chicago's premier real estate developer in the well-heeled Michigan Avenue, Bucktown, and South Loop areas, required a targeted branding strategy for a distinctive new Gold Coast high rise, Contemporaine.

Challenge

The Contemporaine property needed to appeal to a specific style-conscious demographic with an affinity for innovative urban building design and architecture. The marketing team at Brainstorm was charged with creating striking image materials that reflected the fresh structural design and unique lifestyle of Contemporaine while defining the bold and experienced talent found within CMK at large.

Solution

Brainstorm developed a thematically consistent branding mix incorporating an upscale identity, collateral booklet; event materials; focused ad placements in the Chicago Tribune, Architectural Digest and ChicagoSocial; as well as a development-specific website to name just a few. Each promotional element captured, by

design, the modern shape of Contemporaine's 15-story glass tower through elegant graphics and targeted copy that would speak to upscale urban buyers interested in non-traditional housing options.

Results

The comprehensive branding direction for Contemporaine set in motion the public perception of this new building in the heart of Chicago. Brainstorm exceeded the client's expectation with a relevant strategy that reached the intended audience with consistent visual elements through a wide variety of targeted channels and mediums. The resulting campaign and the 21st century building made its mark on the city.

Key Benefits

Full Occupancy

Established and promoted regional upscale brand perception

Comprehensive ground-up integrated brand development

Created Awareness among key target demographics and constituency groups

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