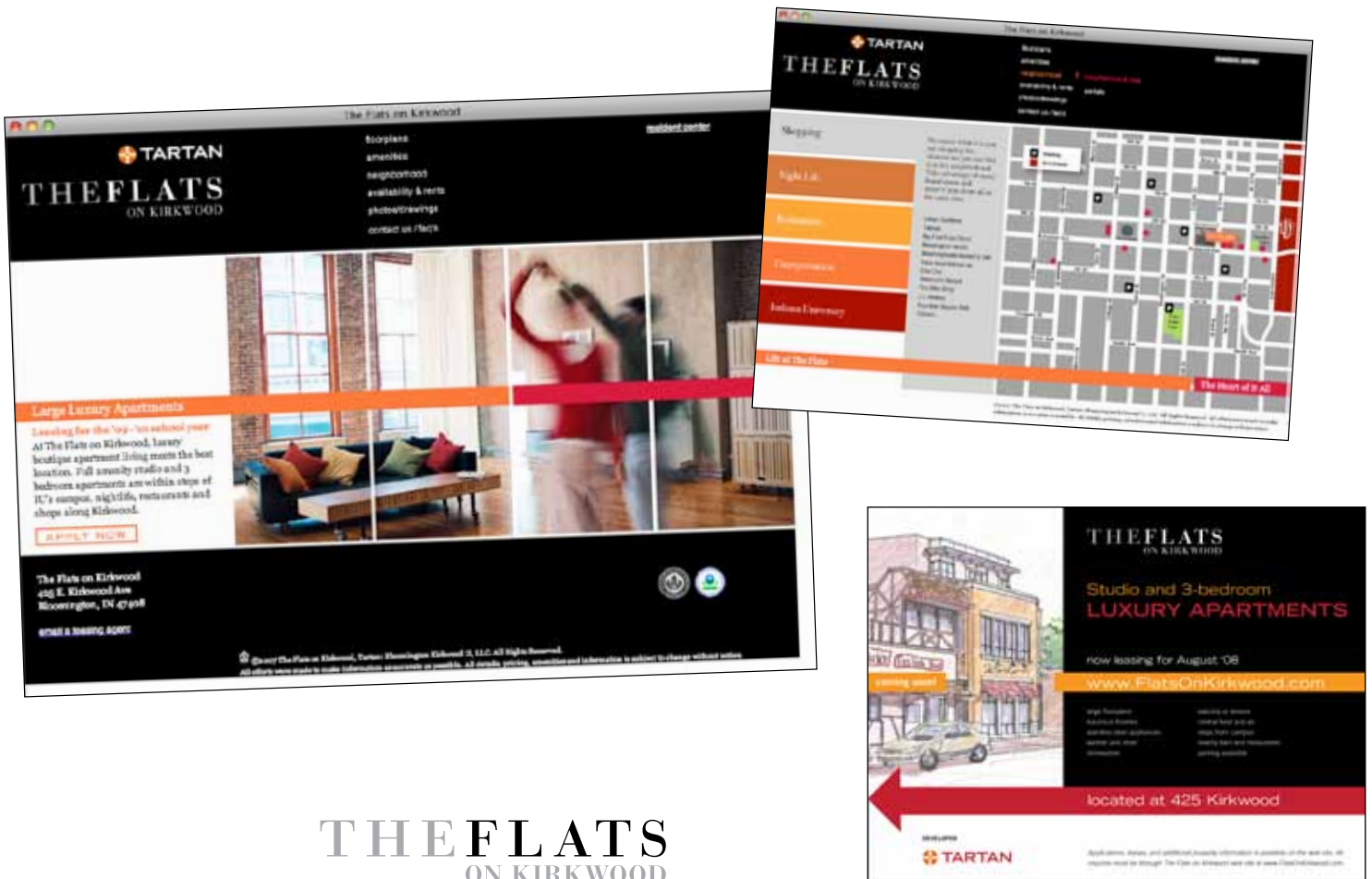


Students connect with an energetic and aspirational brand for student housing at Indiana University.



THEFLATS ON KIRKWOOD

challenge

The Flats on Kirkwood is a new mixed-use development built and managed by Tartan Realty Group on the campus of Indiana University.

Tartan highlighted two opportunities for this property: revitalization of Kirkwood Avenue and students demand for new, upscale apartments right on the edge of campus that offer "condo-style" living with all the best amenities such as granite countertops, stainless steel appliances, bamboo wood floors and marble baths.

solution

Building upon the success UpShift has branding and marketing large-scale condominium projects, we provided The Flats with an aspirational lifestyle brand image. This was in part to distinguish The Flats from other apartments in Bloomington as well as elevate the experience to compliment the lush interior amenities.

We also built a web site that maintains the brand experience long after the marketing phase is complete. Students can communicate with management, pay rent and request service all online.

results

A strong brand communicated the unique amenities and lifestyle found at The Flats, leading the apartments to be sold out before the school year even started in the fall—a "huge success", according to our client.

Today, The Flats on Kirkwood continue to rent out quickly at rates higher than other apartments in the area.

industry

- real estate
- apartment rentals

deliverables

- brand identity
- web site design
- signage
- marketing collateral