

# Presidential Towers

## Brand Refinement and Re-launch Marketing

### Challenge

Following the purchase of Presidential Towers, downtown Chicago's largest multi-family residential community, Waterton Development looked to make a substantial investment in upgrading and redevelopment of the property. This multi-million dollar investment included numerous interior and amenities upgrades, a refreshed identity system and a comprehensive marketing and promotional re-launch package to signify change and attract new tenants and residents alike.

### Approach

- inventory and assess all current brand touchpoints and applications
- conduct interviews and brand strategy workshops with key stakeholders
- build updated brand strategy framework and identity system
- build brand standards guides and key messaging hierarchy
- develop key brand applications to interior and exterior assets and marketing touchpoints to announce change

### Results

- successful rebranding and relaunch marketing campaign that embraced the new architectural package, helped to secure new co-brand tenants and residents, captured higher rent rates, and increased overall occupancy across the entire property

