



## **MTC reveals brand launch for CityFront Place**

September 23, 2013 - Front Section

Merrick Towle Communications (MTC), a full-service advertising agency that markets real estate projects around the country, revealed the launch of a new brand for a high profile, multifamily apartment development in downtown Chicago. Managed by Lincoln Properties and built in 1991, CityFront Place is a newly renovated building located on North McClurg Ct.

The apartment building has been rebranded by MTC to rival some of Chicago's most popular developments.

CityFront Place's rebrand is based around the theme "Authentic Chicago, Genuine Luxury." The campaign positions the Chicago apartment as a comfortable and continual part of Chicago living - juxtaposing it against the myriad of flashy high-rise apartment buildings in Streeterville and River North.

MTC executive vice president, Amy Weedon said, "CityFront Place is a building that everyone in the city recognizes. Now the project has beautiful high-end interiors to rival newer projects in the area."

The agency brought the CityFront Place brand to life in a variety of materials including a logo, tagline, stationery package, brochure, direct mailer, ads and signage.

Merrick Towle Communications is no stranger to creating coveted multifamily brands to engage Chicagoans. Their work on CityFront Place is preceded by the CAMME Award-winning project, 215 West (2011), and years of developing brands for real estate titans Draper & Draper, Charles E. Smith and Magellan. CAMME stands for the Chicagoland Apartment Marketing and Management Excellence Awards which are held annually to celebrate excellence in multifamily housing.

"It is our goal that through developing brands like CityFront Place we continue to uncover a property's uniqueness and create campaigns that re-engage audiences and communicate value," Weedon concluded.

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