



one11 west illinois:
one in a million



Above: Sales Sheets. Opposite page, clockwise: Advertisement, Construction Barricade, Direct Mail Pieces, Web site.



industry setting

The Alter Group proposed developing a 10-story, 227,604 SF Class-A-to-own office building in downtown Chicago's River North neighborhood, primarily an entertainment district filled with high-end restaurants, clubs and art galleries, during 2007.

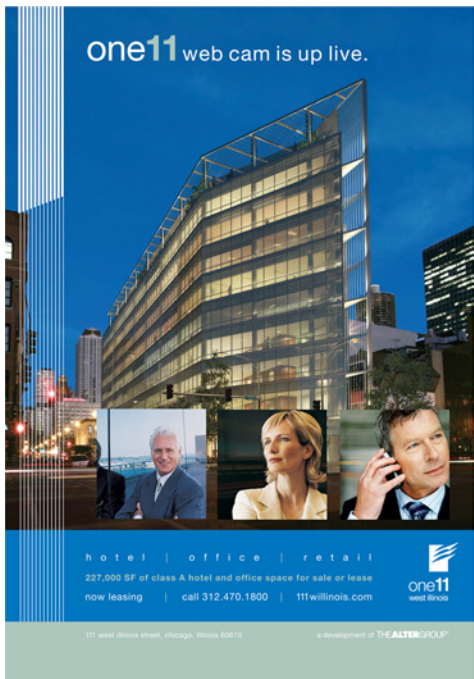
challenge

Given that River North is not perceived as a traditional downtown office market, The Alter Group uniquely positioned this building as a Class-A-to-own space. It offers the same quality of space as a premium-priced skyscraper, but at 40 percent of the cost. The primary objective was to secure an anchor user of 25% of the building so that The Alter Group could

start construction without delay and then generate ongoing interest and leads for the remaining space.

strategy

Because this building's location is in an entertainment district, the marketing strategy specifically targeted companies trying to recruit young echo boomers as their employees. Insights from that research enabled articulation of the building's positioning, identity, personality, reputation and affinity. Based on this, our messaging and imagery reflected a brand that straddled Wall Street professionalism with an urbane, stylish sophistication comparable to a lifestyle or fashion brand.



The core brand identity, verbal messaging and talking points were key factors in expressing the cool and chic nature of the development, its location and the type of organization our client had targeted. Brand touchpoints included:

- › A set of construction barricades
- › The Web site (111willinois.com)
- › Sales collateral
- › Direct mail pieces
- › Print advertisements

results

One11 exceeded its key benchmark for success – a large lease that allowed construction to commence.

The Erikson Institute, one of the nation's leading graduate schools committed prior to ground-breaking to anchoring One11 and will occupy approximately 75,000 SF on three floors.

additionally:

- › Of significance, and as testament to the success of positioning One11 as a stylish brand, are the negotiations with a boutique hotel to take the balance of the building.
- › According to Cushman & Wakefield brokers, the overall marketing campaign has created high awareness for the building within the marketplace.

- › One11 is receiving strong interest from not-for-profit organizations because the building's unique ownership aspect makes it easier to control operating costs. The other predominant users looking at the building include law firms, medical practices and hedge funds, indicating the effectiveness of the marketing campaign's focus.
- › One11's Web site averages 150 unique visitors every month.

Contact

Stuart Chittenden
402.398.1108 x 1009
stuart@dday.com

Officers

David Day
President

Anne Day
Vice President
Chief Financial Officer

Jill Samuelson
Vice President of Operations

Stuart Chittenden
Vice President
of Business Development



david day | associates
818 south 75th street
omaha, ne 68114
phone 402.398.1108
dday.com

in a client's words...

Tom Silva
Vice President of Marketing
The Alter Group

"dd|a is the finest agency I've ever worked with. In addition to their superlative design work, they bring those things that enrich the creative process – passion, professionalism and perfectionism. It's clear they care deeply about their projects and their clients. It has been my pleasure to collaborate with them over these years. I offer my highest recommendation."