

RVP PROJECT CASE STUDY

CLIENT/PROJECT: 1500 LAKE SHORE DRIVE WEBSITE & BRAND IDENTITY PROGRAM



SITUATION

1500 Lake Shore Drive Cooperative is one of Chicago's most prestigious and desirable residences in Chicago and unrivaled in the extraordinary service and personal attention management provides their shareholders.

The residence never had a website to showcase all that it offers and some long-time residents didn't believe an online presence was necessary, nor realize the potential benefits. However, newer shareholders, who rely on digital technology, recognized the limitations of the analog systems that had been traditionally employed. They knew that it was possible to harness technology with a public online presence that represented 1500 and strengthen the image and value of the cooperative, plus a private online site would benefit residents, staff and real estate brokers to enhance building management.

Robert Viola Partners (RVP) was hired to create the website and strengthen the brand identity for the cooperative. We began the process by discovering what residents wanted the website and brand initiative to accomplish, including:

- Share the 1500 story to enhance the image and value of the residence
- Streamline communications for a new generation of shareholders and prospective shareholders who are more technologically adept
- Enhance internal communications and efficiency for both management, residents and staff

During our discovery process it became evident that 1500 Lake Shore Drive is a special place with exemplary service and an authentic warmth and welcoming atmosphere. Shareholders also wanted an online resource to accurately convey the value and scale of amenity to real estate brokers and prospective buyers.

Additionally, home buyers and some brokers do not fully understand the concept of a cooperative, which could hinder interest in, and ultimately purchase of, available units. Thus, an educational component was also required.



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SOLUTION

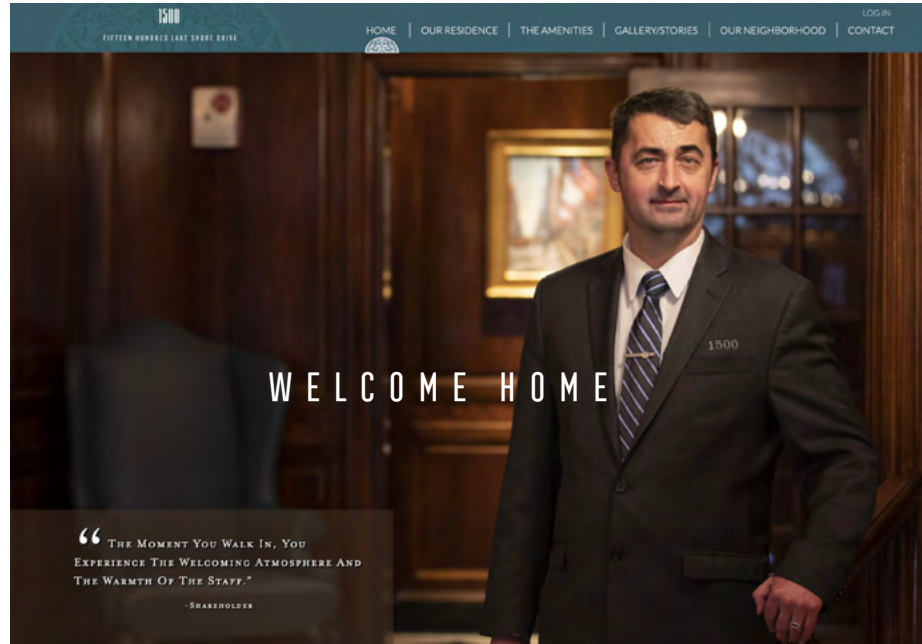
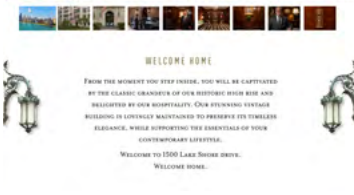
RVP worked collaboratively with management and select shareholders to develop two distinct sections for the 1500 website:

- **A Public Site**— designed to increase awareness and value, strengthen the brand of the residence, and aid in real estate sales

This section conveys the fascinating history that distinguishes 1500 as the ultimate in luxury, and accentuates the features that define the building's timeless elegance and highly personal service and attention

- **A Private, Internal Site**— for shareholders, board, staff, and management to streamline communications, and improve efficiencies within the residence

Password-protected sites provide ability to disseminate audience-relevant information in real time—allow users immediate access to contacts, forms, pertinent announcements/events, etc., and ensure seamless, secure communication



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RESULTS

“For the first time, we have a public website that showcases our history, amenities and all of the wonderful touches that make 1500 Lake Shore Drive such a unique place to reside. And, our internal site provides a private, secure space that enables management’s operational efficiency, allows real-time communications for residents, board, and staff and will serve as a meaningful resource for real estate brokers.”

—FORMER MANAGER OF 1500 LAKE SHORE DRIVE

- **The public site** (<https://1500lakeshoredrive.com>) features a fresh brand identity, original photography of the building’s exteriors and interiors, including a gallery showcasing several of the private residences, as well as testimonials from shareholder residents and staff members.
- **The private password-protected section** of the website includes a separate, secure portals—one for shareholders and one for staff, with another specifically for real estate brokers.
- **Operational efficiency was one of the primary objectives**, so the site was structured to support back-office functions and house comprehensive directories, a document repository, reservations system, and shared calendar, as well as an announcements blog—allowing management to provide real-time news and updates.
- **As self-sufficiency was desirable, RVP conducted a training session** for the management team of the residence to allow internal site management and content updates.
- **Since the site was launched**, 1500 has experienced increased public interest and engagement than comparable properties in the Chicago cooperative real estate market.

THE ART OF SERVICE & AMENITY

