



TribeAgency brings out the **allure** in **Fifield's** high-end **Las Vegas** real estate development



Market Outlook

Gone are the days when a business could soar ahead of the competition purely through web presence. In today's marketplace, websites are part of the standard marketing protocol, and a simply average website will not attract the business a company deserves. To see a business fulfill its true potential and grow with the ever evolving information age, its website must be outstanding. Unfortunately, the key components of a successful site are often overlooked. Visual design excellence in addition to simplified navigation, logical architecture, and flexibility for timely updates are those crucial Web design principles that separate the wheat from the chaff.

Opportunity

The Fifield Companies is a Chicago based real estate developer primarily focused on urban high-rise, office and residential construction projects. Since 1977 the firm has built or renovated 48 structures, comprising over 10 million square feet of buildings worth more than \$2.5 billion. Fifield's Allure Las Vegas is a high-end residential project consisting of two 41-story towers of luxury condominiums situated minutes from the Las Vegas strip.



Fifield assigned TribeAgency with the task to re-launch the Allure website in order to more clearly communicate the luxurious and exciting nature of the property and its Las Vegas location. The former Allure site failed to evoke the high-end expectations of the Allure project. Because the Allure property targets an upscale clientele with specific lifestyle interests, the website was thought to be holding Fifield back from attracting and converting its target buyer.

Solutions

Because Allure targets domestic and international buyers, the new website needed to speak to both audiences, while simultaneously communicating the character unique to Las Vegas coupled with the new real estate opportunity. TribeAgency spoke in-depth with the Fifield team to better understand the trigger points of potential Allure residents. TribeAgency's graphic design team then put together concepts blending sleek, upscale imagery and awe-inspiring full color architectural renderings with a rich color scheme complimented by brightly-lit nightscapes.



FIFIELD COMPANIES - ALLURE.CASE STUDY



The end result is a **compelling website** and a **streamlined user experience**.

To entice potential purchasers, TribeAgency added an interactive views section that provides 360° views of Las Vegas from different floor levels. A detailed floor plan area enables users to clearly identify unit locations within each tower. To facilitate the capture of vital contact information, TribeAgency created an online registration form which ties into Fifield's CRM database.

At the time of the site's launch, Allure was a work in progress, so flexibility and adaptability were crucial to the end solution. Because the property was evolving the website needed to be updated easily without disrupting the new look and feel. Prominent web cam and press box sections monitor the construction process visually and verbally to keep site users up to date with the latest developments. For Allure's buyers, the website provides an online form linked to a concierge service available for purchasers even before they become residents.

Results

Launched January 2006, the new Allure website accomplishes its goal of becoming easier to use, more informative and upscale in its look and feel. The end result is a compelling website providing a streamlined user experience.



2039 W. WABANSIA AVE.

CHICAGO, IL 60647

P: 773.227.2200

INFO@TRIBEAGENCY.COM

WWW.TRIBEAGENCY.COM