

SHIFT7



THE PERFECT FIT GOALS

Adequate space to plan for future growth while accommodating COVID-19 concerns

Short-term sublease to test a hybrid office model

Large meeting and collaboration spaces prioritized over individual workstations

CLIENT PROFILE

Digital marketing agency with four U.S. offices

Seeking a new Chicago office space to alleviate employee worries and meet both current and future needs

THE CHALLENGE

Shift7 Digital is a digital marketing agency that partners with manufacturers and distributors, and has offices in Chicago, New York, Raleigh, and Washington, D.C. Employees in the Chicago office had been working remotely during the pandemic, but a virtual office wasn't the right fit for a culture-driven marketing team that thrives with in-person collaboration.

In late 2020, the company's office — a Class A tower in the Loop — no longer seemed like the right fit for its current needs. Employees were nervous about returning to work in a busy building, and many were uncomfortable commuting using public transportation. Company leaders were struggling to plan for future growth while addressing COVID-19 health and safety concerns, and they had to make a decision about their lease that was expiring in November.

THE SOLUTION

Shift7 wanted to test out a hybrid office model that prioritized more meeting and collaboration space. Because not every employee would be working from the office on a daily basis, it was less important to designate a workstation for each individual. Bespoke focused on finding a solution that would get Shift7's team back to the office as soon as possible, while still providing flexibility for the company's changing concerns and objectives.

THE RESULTS

The Bespoke team found a new office space that puts employees' concerns at ease and allows the opportunity for daily team interaction. The ground-floor space has its own separate entrance, eliminating the need for employees to take elevators — which are often crowded during high-traffic times of day. Bespoke secured several parking spaces at the building, giving employees who don't want to take public transit the option to drive to work.

Bespoke negotiated excellent terms on a short-term sublease space in the West Loop, including the right to building façade signage perfect for a marketing agency. The sublease put Shift7 in an ideal position to capitalize on a shifting market and reduced office overhead costs by 50%. With minimal risk, the company can now try the hybrid work model to see if it's the right fit for the team.

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