



WeeksNews

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MatherLifeWays Earns NAHB Award

LSN member MatherlifeWays picked up a special judges' award for marketing innovation in the 50+ Housing Awards. The National Association of Home Builders (NAHB) recognized the company's efforts on a campaign for The Mather development (Evanston, IL) at its June 50+ symposium in Denver.

The marketing campaign that turned the heads of the judges featured a wrinkled, un-toned senior man wearing a tiny Speedo bathing suit as the centerpiece of an ad campaign designed to sell units in a continuing-care retirement community (CCRC).

In an interview with *Housing for Seniors Report* (HSR) Sara McVey, VP of marketing for MatherlifeWays, stated that the team takes risks with its marketing plans such as featuring the above-mentioned gentleman used in an advertisement for the company's 243-unit CCRC. "This was a risky thing to do," she told *HSR*. "It wasn't dirty or graphic, but it wasn't something you'd normally see in an ad. Some people loved it, and we got some phone calls from people who didn't."

McVey also credits the success of the Mather to the elimination of the word retirement from anything having to do with the community or the company. "There's nothing motivating and inspiring about retirement," McVey stated in the interview. MatherlifeWays replaced retirement with the moniker "repriorment because it reaffirms now is a time for residents to reconnect with beloved activities they pushed aside during years of working, parenting, etc.

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