

ICAA Names Recipients of 2013 ICAA Rebranding Aging Awards

Award-winning marketing campaigns communicate positive views of aging.

([PRWEB](#)) January 02, 2014 -- The International Council on Active Aging® (ICAA), a professional association that leads, connects and defines the active-aging industry, has honored organizations whose marketing campaigns reflect more positive, realistic views of people in later life. Winners of the 2013 ICAA Rebranding Aging Awards were announced November 21 at the association’s annual conference, held in San Diego. Gold, silver and bronze recipients were named in four categories: Websites, Direct Mail, Brochures, and Advertising. Part of ICAA’s Changing the Way We Age® Campaign, the Rebranding Aging Awards showcase efforts that not only help to change perceptions of aging, but also blaze a trail for other marketers that target older-adult consumers.

“This year’s submissions demonstrate the increased understanding of older adults among savvy marketers,” says Colin Milner, founder and CEO of ICAA. “Winning campaigns reflect this understanding. Their communications are crafted more appropriately and feature more authentic portrayals of what it means to be an older person in North America today. By positioning this life stage in a more uplifting way, they promote messages of living well at any age.” Adds Milner, “ICAA is delighted to recognize the 2013 recipients of the Rebranding Aging Awards, and to promote them as examples to follow.”

This year’s award-winners are listed below, along with some highlights from the judges’ comments:

Websites

Gold: Cascade Group for Willamette Oaks (www.willametteoaks.com) —clean, inviting, legible design; aspirational copy and photography; feels authentic

Silver: ActiveRx Active Aging Centers (www.activerx.com) —copy speaks to values; positively, but realistically, reframes aging; clean, simple, intuitive layout

Bronze: PulteGroup, Inc., for Del Webb (www.delwebb.com) —nice mix of engagement opportunities; clean, simple layout/navigation; professional, authentic photography

Direct mail

Gold: Mather LifeWays (The Mather)—believable “testimonial”; great positioning; engaging, conversational tone, yet formal enough; clear, no nonsense copy

Silver: Mather LifeWays (Mather’s—More Than a Café)—real people, real life experiences; clarity, brevity; great use of white space and color

Bronze: North Hill/Creating Results—distinctive brand positioning; relevant, robust and varied schedule of events; clear, concise content and strong call to action

Brochures

Gold: Casa Dorinda—excellent location photography; simple, clear text and call to action; relatively simple execution, while classically elegant



Silver: Atria Senior Living—big story and “wow” factor; well-communicated commitment, with validating credentials; great texture, finish and photography

Bronze: Mather LifeWays (“Keys to Aging Well”)—“research” presented in consumer-centric fashion; real photography and language; builds connections with a soft sell

Advertising

Gold: Shannondell at Valley Forge (“Living to Inspire”)—stories featuring people who live at Shannondell; warm, appealing; focus on interests and active, social lifestyle, empowerment and purpose

Silver: Mather LifeWays (The Mather)—model has a warm, engaging smile; clean, engaging layout and copy; generating more than 100+ inquiries per month

Bronze: Mather LifeWays (Splendido)—authenticity; simple, clear text; symmetry and color balance; coupons reinforce call to action

Each 2013 Rebranding Aging Award recipient received a crystal award of recognition. An upcoming article in ICAA’s flagship publication, the Journal on Active Aging®, will highlight the winning campaigns.

The Rebranding Aging Awards were made by a panel of experts on the age 50-plus market. Criteria included: Message and imagery resonates with the target audience and/or evokes positive image of aging (30%); call to action is clear and compelling (30%); ad layout and graphic standards are appealing and appropriate for the target market (20%); and overall uniqueness and creativity (20%).

ICAA’s Changing the Way We Age® Campaign (www.changingthewayweage.com) strives to overturn ageist stereotypes, shift negative perceptions of aging, and promote the value at every turn of a more positive way of aging.

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About the International Council on Active Aging (ICAA)

Website: <http://www.icaa.cc>

ICAA, an association that leads, connects and defines the active-aging industry, supports professionals who develop wellness facilities, programs and services for adults over 50. The association is focused on active aging—an approach to aging that helps older adults live as fully as possible within all dimensions of wellness (i.e., physical, social, environmental, vocational, intellectual, emotional and spiritual)—and provides its members with education, information, resources and tools. As an active-aging educator and advocate, ICAA has advised numerous organizations and governmental bodies. These include the US Administration on Aging, the National Institute on Aging (one of the US National Institutes of Health), the US Department of Health and Human Services, Canada's Special Senate Committee on Aging, the European Commission, and the British Columbia ministries of Health, and Healthy Living and Sport, among others.

In 2011, ICAA launched its Changing the Way We Age® Campaign (<http://www.changingthewayweage.com>) as part of its efforts to overturn ageist stereotypes, shift negative perceptions of aging, and promote the value at every turn of a more positive way of aging. The campaign is supported by Founding Partner's Thorlo, Inc. and The Institute for Preventive Foot Health.

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