

60-plus consumers were printed in serif rather than sans serif fonts—Times New Roman versus Arial, for example. Yes, sans serif fonts may be more current. But we aim to recognize and encourage the use of those tools and approaches most likely to get selected and considered by the intended older consumer.

**Best-practice examples**

In 2013 Mather LifeWays dominated the Rebranding Aging Awards in multiple categories. With our goal of celebrating progress, we chose this not-for-profit organization because it sets a solid example for 50+ marketers, and the winning entries provide a roadmap for others working to craft successful approaches. As Mather demonstrates, businesses will benefit from success in multiple mediums once they understand and embrace the principles of positive/active aging, storytelling and speaking to later-life values.

**Direct Mail category winners**

Those designing direct mail materials should do some perceptual research watching older adults retrieve and sort their mail. The typical consumer will spend less than one-tenth of one second initially deciding whether or not to consider your offer. Use of a poorly selected or stereotypical image or word could relegate that piece you spent months creating to the garbage can. The Rebranding Aging award-winners in this category understand how to beat the cut.

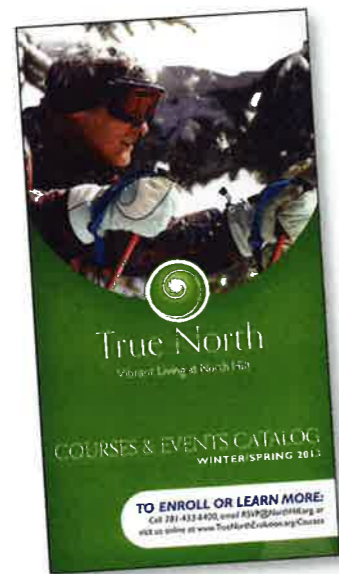


**Gold Award: Mather LifeWays**  
In this winner for The Mather community, authenticity was achieved with a believable testimonial. Pragmatic copy was written in

an engaging, conversational tone, but the clear, no-nonsense copy was also formal enough to engage the reader and be memorable. It was a great example of positive positioning.



**Silver Award: Mather LifeWays**  
The key to this direct mail piece for Mather's—More Than a Café was authenticity: real people and real-life experiences. There was excellent positioning with “More than a Café”—a fantastic concept. Brevity was achieved with a simple map and directions. A perforated card also provided attention-grabbing coupons and made excellent use of color and white space.



**Bronze Award: North Hill/Creating Results**  
The North Hill direct mail piece presented details on relevant, robust and varied events as an excellent example of experiential marketing. The content was clear and

concise. A strong call to action provided good integration of marketing content. The catalogue's title, “True North—Vibrant Living at North Hill,” allowed distinct brand positioning, which was also supported by mention of “Programming Partners.”

**Brochure category winners**

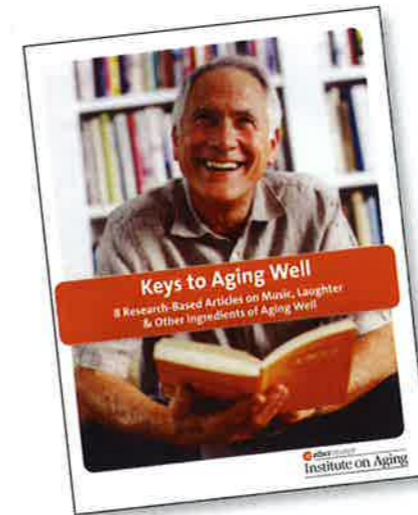
People who are really interested in digging into the details of a product, service or community will research your offering on the Internet and/or make one or more personal visits. Therefore, it is no longer necessary to have a pocket brochure with stacked tabs detailing everything from floor plans and amenities to pricing and healthcare. As the adage goes, “dumping all the candy in the lobby” is neither helpful nor effective. The winners in this Rebranding Aging category understand the value of storytelling; clear, concise copy; and powerful photos of “real” people.



**Gold Award: Casa Dorinda**  
The excellent location photography provided distinctiveness and a “sense of place” to this well-crafted piece for the Casa Dorinda community. The brochure utilized a simple execution, yet achieved classical elegance. Excellent photos of community members enjoying life and each other were well integrated with the simple, yet clear text, leading to a distinctive call to action.



**Silver Award: Atria Senior Living**  
What made Atria's brochure special was the great use of photography of the staff and community members sharing their “extraordinary” potential. Creative packaging with a magnet, and the dramatic box presentation enhanced by the texture and finish, were exceptional. The big story and “wow” factor were delivered through a well-communicated commitment, with validating credentials.



**Bronze Award: Mather LifeWays**  
Mather's “Keys to Aging Well” brochure used real-life photos and language to present research and the benefits of addressing all the dimensions of well-being. Research was presented in a consumer-centric fashion. The use of orange papers reinforced the Mather brand and built connections using a soft-sell approach. The brochure creatively defined aging well by incorporating music, laughter, power foods, and more.

**Advertising category winners**

For years, using television as a vehicle for advertising communities for older adults eluded advertising agencies. In 2013, however, Shannondell at Valley Forge demonstrated how video storytelling can be a winner—and an award-winning example for others.



**Gold Award: Shannondell at Valley Forge**  
Reinforced by posting these 30-second spots on the Shannondell at Valley Forge website, the “Living to Inspire” television campaign demonstrated the value of television to share stories of the community lifestyle not possible in static print copy. Simple stories, real smiles and real people sharing their stories provided exceptional, attention-getting positioning and a persuasive call to action. [Ed. See “Resources” on page 48 to find out where to access the three spots online.]



**Silver Award: Mather LifeWays**  
Mather scored by using clean, engaging layout and copy to create an ad that gener-

ated more than 100 inquiries a month. Much of that success was likely due to the warm, engaging smile of the community member sharing why The Mather was “so much more than a place to live.”



**Bronze Award: Mather LifeWays**  
“Donna” provided authenticity to this campaign for Mather's—More Than a Café. She was likeable and believable. The text was clear and simple, and incorporated appealing food shots. The print ad not only had a pleasing symmetry and color balance, but also made excellent use of coupons to reinforce the call to action.

**Website category winners**

Without a doubt, the website category has shown the most improvement over the three years of the Rebranding Aging Awards competition.

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