

What is Selling to Seniors (STS)?

Search STS only | [Search all](#)

Enter search terms:

[Sign up for FREE news alerts from CD Publications](#)



[Current Issue](#)

Stories by Week

[Feb 01 2013](#)
[Jan 25 2013](#)
[Jan 18 2013](#)
[Jan 11 2013](#)
[Jan 04 2013](#)

Stories by Category

Stories by State

Stories by Region

Story Calendar



[STS On Twitter](#)



[STS Newsfeed](#)

Currently you are not logged in.

[Login Here](#)

News Services:

[Aging News Alert](#)
[CD Housing Register](#)
[Children and Youth Funding Report](#)
[Community Development Digest](#)
[Community Health Funding Report](#)
[Federal and Foundation Assistance Monitor](#)
[Housing Affairs Letter](#)
[Native American Report](#)
[Private Grants Alert](#)
[Selling to Seniors](#)

More Senior products:

- [Senior Audio/Webinars](#)
- [Senior Directories](#)
- [Seniors](#)

Agency Helps CCRC Builders Capture Accolades, Awards

Selling to Seniors, in a related story, reported that two East Coast 50-plus community developers won major awards from the National Association of Home Builders during the International Builders show in Las Vegas.

While the winning firms—North Hill Communities Inc. of Needham, MA, and Traditions of America of Radnor, PA, were recognized for their transformative senior living concepts, the—also were each awarded for their marketing programs.

It comes as no surprise to learn that one firm handled the marketing of both properties.

Creating Results Strategic Marketing, founded by marketing veteran Todd Harff, contributed to North Hills taking the Innovation Award for their "PurposeFULL Living" wellness initiative, the gold medal for Best Sales/Marketing Event for their "Summit Club" priority deposit launch, silver for Best Brochure, and silver for Best Integrated Marketing Strategy for the "Discover True North" campaign.

At Traditions of America, Creating Results helped pull in the silver for their marketing campaign called "Live Better Now."

Creating Results, with offices in Woodbridge, VA, and Barrington, RI, clearly lives up to its name.

An Understanding Client

The key, client services director Erin Read Ruddick tells *Selling to Seniors*, lies in the collaboration with the client, but also in having a client that understands its market.

"We couldn't be more thrilled for both our clients," she says. "And we are so pleased to have had the opportunity to collaborate with two strong industry leaders to generate awards and, most importantly, results. It's a major accomplishment and honor for the whole team at Creating Results."

The NAHB judges, she says, "liked in each case a strongly designed understanding of who the community is we're addressing and what they're looking for in life. The 'Live Better Now' campaign [for Traditions of America] is exactly that. It's about helping them understand about lifestyle, about the real estate market, and about where they want to be in the next stage of life."

For North Hill's "PurposeFULL Living" program, "it was about keeping pace with changes," she says. "What's most important, most relevant, most in-synch for what they want for themselves? We communicated the opportunities [to potential residents], and then they get pursue what's important to them."

And in each case there was one ingredient that may be the secret sauce: "Fun," she says. "If it's not fun it's not the kind of communication we want to be part of."

Info: www.creatingresults.com

1/30/13 12:17 PM

[Print This Story](#) | [Contact the Editor](#)

[Click here to download a sample copy or try a free 2-week trial subscription.](#)

Selling to Seniors is an independent news service. ISSN # 1050-382X. For more information, go to www.cdpublications.com or call 301-588-6380 or email info@cdpublications.com. Subscription rates begin at \$329/year. Sharp discounts are available for multi-year and multi-user subscriptions. Unauthorized reproduction and/or providing access to unauthorized users are violations of federal copyright law.