

We'll change your view on retirement living.

## A New View of Retirement Living Leads to Results

~~~~~ Maintenance-free living. Cottage homes. Luxury apartments. Peaceful woods. A tranquil lake. Nature trails. Gourmet meals. And the most advanced level of resident healthcare service available anywhere. You could say we turned the world of continuing care retirement living – well, you know. Westminster at Lake Ridge believes you deserve more than a place to live. You deserve a place to



### Case Study:

Advertising  
Westminster at Lake Ridge

### Website:

[wlrva.org](http://wlrva.org)

### Industry:

Senior Living

## The Situation

Westminster at Lake Ridge, a continuing care retirement community located in Lake Ridge, Virginia, 26 miles outside of Washington, DC, sits on 62 beautiful acres full of walking and bike trails. Cottage homes back up to tranquil lakes, while apartment homes overlook the picturesque Occoquan River and wooded grounds. With plans to expand the facility and a goal of 97% - 98% capacity in their independent living cottages and apartments, Westminster at Lake Ridge began to look for ways to increase their lead list and build brand awareness.

## Solution

Creating Results' strategic marketing team had one objective in mind: position Westminster as a naturally, wooded retirement living alternative, where housing choices and state-of-the-art health care provides residents with independence and peace of mind not found

703-496-3440. Or visit us at  
www.wlrva.org.



**Westminster**  
at Lake Ridge  
*The State Of Independence*



NAHB AWARD WINNER:

"...It stands out in the crowd on a busy page, because its creativity turns the reader upside-down. The ad changes the reader's view."

**JUROR**

National Association of Home  
Builders' 50+ Housing Council



anywhere else. Our creative team worked diligently to execute a thoroughly integrated marketing communications program including a stationery package, print ad campaign, web site, quarterly newsletters and collateral materials.

## Results

Westminster at Lake Ridge saw immediate results thanks to its new positioning and advertising execution. We knew that our marketing objective was achieved when the telephone calls from prospects started coming in to Westminster's sales team. Prospects' source information was very easy to track, thanks to codes included on all print advertising and newsletters.

The print ad works because it is 1) breakthrough, 2) relevant and 3) credible. Our "A Different View on Retirement" ad does this in a very thought-provoking way.

The ad also received a Gold Award in the Best of 50+ Housing Awards sponsored by the National Association of Home Builders' 50+ Housing Council. In the words of the Jurors "...It stands out in the crowd on a busy page, because its creativity turns the reader upside-down. The ad changes the reader's view. One of its target audiences is the single female, and having a fit male makes the reader smile. The ad does a great job of making the reader stop to read it, and easily identifies what's different with large print, that also makes it easy to read."