



Expansion Planning and Marketing

*Westminster Canterbury
Richmond*



“The Next Chapter” expansion at Westminster Canterbury Richmond

The Situation When Love & Company began working with Westminster Canterbury Richmond, the community was a 28-year-old continuing care retirement community with more than 300 independent living residences—largely studios and one-bedroom apartments. The community had purchased approximately 25 adjoining acres and needed to determine the best use for the new property.

Our Approach We began working with Westminster Canterbury in September of 2000 by identifying senior living market trends and consumer preferences to guide the community’s long-range strategic planning. The end result was a decision to expand the community by adding more than 200 larger residences; creating all new assisted living and memory support residences; and adding a performing arts theater.

We then worked with Westminster Canterbury through the master planning and pre-construction marketing processes, including determining the size, mix and pricing of the new residences and testing the market’s reaction to the residence plans and proposed pricing.

Once the board approved the expansion project, Love & Company developed the overall, six-year marketing plan and budget for the project, including developing detailed annual marketing and media plans, as well as creating the sales materials needed to market the community.

Realistic architectural renderings helped consumers envision “The Next Chapter” in their lives at Westminster Canterbury Richmond.



Our Creative Approach: “The Next Chapter”

Our concept for branding Westminster Canterbury’s expansion as “The Next Chapter” was based on several points:

- ▶ *The expansion was clearly “the next chapter” in Westminster Canterbury’s life.*
- ▶ *Moving to a retirement community such as Westminster Canterbury is an exciting “next chapter” in the lives of its residents.*
- ▶ *The name “Westminster Canterbury” has a natural tie to the literary classic **The Canterbury Tales.***



With this inspiration, we designed the sales package to appear as a packaged book set, with individual books describing life in the community, the available residence types and sample floor plans, and a detailed response to many of the most frequently asked questions about retirement communities.

Love & Company planned and directed photography to showcase energetic, age-appropriate seniors engaged in realistic activities and settings appropriate for the region and targeted demographics.



Designed to look like a packaged book set, Westminster Canterbury’s sales materials tell the expansion story and help seniors picture themselves enjoying the continuing care retirement community lifestyle.

We extended “The Next Chapter” theme throughout the rest of the campaign, including:

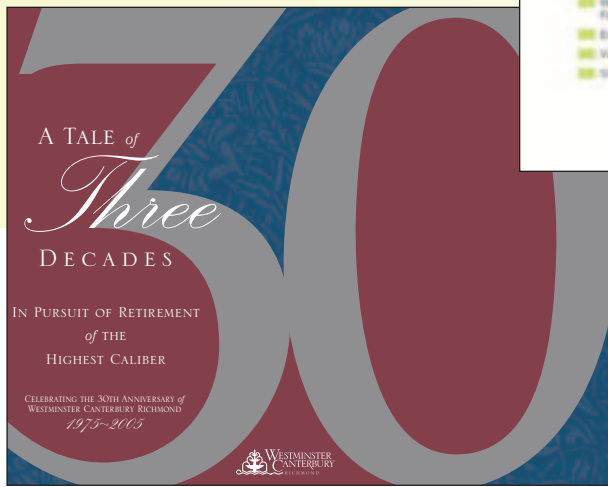
- ▶ *Naming all the new residences after famous authors*
- ▶ *Creating the Authors Club for early depositors*
- ▶ *Featuring famous and appropriate literary quotes in the sales materials, ads and direct mail pieces*



The consumer ad campaign used famous literary quotes to emphasize the benefits of moving to Westminster Canterbury Richmond.



Because savvy seniors in the Richmond market often search online for retirement information, Love & Company developed an easy-to-use Web site. Using our proprietary research findings, we incorporated the most-requested information as well as senior-friendly features such as resizeable text.



The Results Sales for Westminster Canterbury’s expansion ran significantly ahead of goal throughout the campaign. We reached the 65% presales goal more than six months ahead of schedule—well ahead of the architects!—and the expansion was nearly 85% sold when the community was ready to break ground.

Awards Love & Company was recognized for marketing excellence and received National Mature Media Awards for many of the materials developed for Westminster Canterbury’s expansion, including:

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| <i>“World Enough” ad, Gold Award, 2002</i> | <i>Sales package, Bronze Award, 2003</i> |
| <i>“Happiness” ad, Silver Award, 2002</i> | <i>Depositor reception invitation, Silver Award, 2005</i> |
| <i>Logo, Silver Award, 2002</i> | <i>Web site, Gold World Wide Web Award, 2006</i> |
| <i>Expansion brochure, Merit Award, 2002</i> | <i>History book, Silver Award, 2006</i> |

To learn more about Love & Company’s approach to results-driven marketing, call us today!



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