



SUCCESS STORY

Avanti Senior Living – Flower Mound

Project Name: “Launch Party” Wine & Cheese Event Invitations

Project Type: Special Event Direct Mail

Specifications: 5X7 Flat Panel Invitation & A7 Mailing Envelope

Mail Quantity: 500 Pieces

CSS's Total Cost (without Postage): \$1,500.00



Objective: Avanti Senior Living is a newly formed company, working to build and operate retirement communities in the southern United States. They are presently opening their first three locations in Texas, and are attempting to carve out a segment in the market for themselves. As a new venture, they have virtually no brand awareness with consumers and face the challenge of working with a startup budget. Given these circumstances, the goals of all of their marketing efforts are the same: build awareness, differentiate their brand, and reach the maximum audience for the minimum cost. They have turned to CSS to help them share their message and achieve their goals.

Scope of Work: The Avanti team tasked CSS with developing and executing their tactical strategy. One of the first elements we recommended was the development of referral sources within the communities where their new facilities are located. Specifically, CSS recommended their in-house team identify a range of professionals who service the senior population. As their Flower Mound community neared completion, CSS developed a wine and cheese and “big band” event targeted towards these professionals. We selected a formal panel card invitation as the vehicle, and used it to position the community as well as promote the event. Once the copy and design was finalized, we printed and mailed the invitations to their newly assembled professional leads list.

Results: The invitations were sent out to a total of 500 professionals and “hot” consumer leads and a total of 65 people attended the event. The Avanti sales team used this event as a starting point for building relationships with these referral sources, and generate awareness through word-of-mouth.

