



SUCCESS STORY

Sunrise Senior Living – The Fountains at Cedar Parke

Project Name: “Christmas in July” Postcards

Project Type: Financial Incentive Direct Mail Postcard

Specifications: 6”X11” Postcard

Mail Quantity: 7,800 Pieces

CSS’s Total Cost (without Postage): \$7,900.00



Objective: Sunrise Senior Living was looking to divest their Fountains at Cedar Parke property. In preparation for this sale, their goal was to improve the occupancy numbers as quickly and cost effectively as possible. Their marketing team decided a financial incentive would be the best approach, and contacted CSS for strategic assistance and execution.

Scope of Work: The first step CSS took was to create a theme for the promotion that was relevant to the time of year, proposing “Christmas in July”. Once the direction was set, we collaborated with their team to develop a financial incentive that would appeal to consumers, connect with the theme, and fit within their budget constraints. This ultimately became a multi-part offer of \$12.25 for the first month’s rent, free rent for the month of December and a free television. This not only tied into the theme of the promotion, but also allowed the client to spread their costs for the offer across several months. Next CSS proposed an oversized 6X11 postcard for the vehicle, in an effort to stand out in the mail while keeping production costs down. Lastly, we wrote the copy, designed the postcard, and printed and mailed them.

Results: The community saw an immediate and positive response to the mailing and financial offer, which resulted in a total of 12 sales. Once the sales were finalized, the community was in a more attractive financial position and was successfully divested

