

DAVIS
HARRISON
DION



Are you ready for change?

dhdchicago.com | dhdseniorliving.com

Davis Harrison Dion | 333 North Michigan Avenue, Suite 2300 | Chicago, Illinois, 60601 | (312) 332-0808

ADrenaline

Agency overview

About us

- Full service, integrated marketing agency:
Client service, creative, media, production & interactive
- Award-winning creative across a variety of markets,
including senior living
- Chicago-based, in business 30+ years
- Related experience:
Friendship Village of Schaumburg
Boulevard Healthcare
Stella Maris (Boston, MA)
ParkView at Norwood Crossing
Mather Lifeways

Capabilities

- Strategic planning:
Marketing plan development, brand development
- Sales support:
Collateral, DVDs, interactive CD-ROMs, signage
- Direct marketing:
Mail, email
- Advertising:
Print, broadcast, outdoor, online
- Interactive:
Online strategy, site development, SEO/SEM

Why DHD?

- Brand positioning expertise
- Superior creative product
- Powerful combination of fresh thinking and experience in marketing senior housing
- Work well in a team
- Talented yet down-to-earth
- Good stewards who will maximize your budget
- Local firm with strong familiarization with Chicago's North suburbs
- Results



Are you ready for change?

A fresh approach. An optimistic outlook. Strategic energy. Davis Harrison Dion brings all three to our clients. If you want ideas that captivate and motivate with impact that exceeds your investment, we should talk. For over 25 years, our brand-building strategies have produced results for clients in a variety of industries.

Our Senior Living Practice includes a team of people experienced in understanding and reaching the mature market. DHD develops marketing programs with a clear focus on the desired end....whether it be repositioning and rebranding, lead generation, accelerating closing ratios, outreach marketing, community relations, sales center development or any other goal.

Conveniently located in Chicago, DHD is a mid-size firm offering clients access to outstanding talent and a down-to-earth, roll-up-our-sleeves attitude. The result is a collaborative effort with our clients to generate results within a positive working environment.

We offer comprehensive solutions in any or all of the following disciplines:

- Strategic planning
- Branding & positioning
- Advertising creative
- Identity development
- Web & Interactive
- Direct marketing
- Media planning
- Collateral development
- Public relations



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We think about what motivates seniors every day.

We are communicators who understand the unique nature of the selling process. Our insight comes from years of experience and research and, in turn, helps us drive lead generation and pre-sales so you can meet occupancy goals.

Some of the leading senior housing communities across the country rely on Davis Harrison Dion to manage their strategic marketing and communication programs. Knowing what drives this highly specialized market allows us to maximize opportunities to achieve the greatest gains.

We learn how people feel, understand how they think, and discover what they value. Making the choice to become a community resident is both an emotionally and rationally driven decision.

The best results come from establishing an emotional connection between your community and well-qualified prospects. While applying proven "Voice of the Customer" methodologies, we create fully integrated communications programs that speak to the heads as well as the hearts of older adults.

We take great care in positioning communities for sales success. We develop targeted marketing and media plans, and craft meaningful advertising, sales materials, direct response and interactive communications. DHD also gives you the tools to track your efforts through lead-to-sales ratios and cost-per-lead averages.

It's a complete package designed to reach the hearts and minds of consumers, while putting you on track for sales success.



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Now considering your community...are you persuasive enough? Are you as successful as you desire? Does your image reflect the reality of your community? If not, perhaps you are ready for change.

Our promise to you is that Davis Harrison Dion can provide a blend of talent and capabilities that will help bring meaningful change to your community.

That said, we realize bringing in a new marketing firm is not an easy decision. You'll undoubtedly ask yourself... "what will I really gain?" Here are some of the advantages with which new clients have credited DHD:

- **Ideas, ideas, ideas.** For every challenge, we provide creative options. We believe that if you are truly creative, you create multiple ways to communicate a point of view.
- **Strategic thinking.** Our success comes from creative that closely fits a marketing direction and that amplifies your company strategy.
- **Internal enthusiasm.** We find that fresh, solid communications programs energize our clients' stakeholders and employees. This can fuel sales and employee morale.
- **Responsiveness.** DHD has a culture of service. You have needs, sometimes difficult ones, and we find ways to answer those needs.
- **A quick learning curve.** DHD's broad experience allows us to get up to speed quickly, without burdening the client.

We welcome an opportunity to sit down with you and discuss your community and share with you some of our experiences. For a "no obligation" meeting give us a call or drop us an email.



The DHD Team.



Doug Davis,
Partner

Strategic communications that appeal to rational and emotional thinking

Doug serves as head of strategic planning and creative review. His career began as a copywriter for Montgomery Wards and Leo Burnett. He continued his agency experience on the account side at Marsteller Inc., before founding this company. His expertise on both the creative and account sides is responsible for the agency's drive for outstanding creative product that's built on solid market strategy. Doug is an industry speaker on the issues of branding and the effective use of advertising. He's an active member in Chicago's Business Marketing Association. He is a graduate of the University of Iowa.



Sue Harrison,
Partner

Message delivery that's strategic, visible, and measurable

Joining DHD as a partner in 1982, Sue leads the media department providing insightful, effective, market driven solutions for our clients. Her career in media began as a planner at Kelly Scott & Madison and associate media director for Marsteller Inc. Through her strategic and research-based skills she developed a process combining art and science for greater accountability and measurable results. DHD media plans provide a competitive edge for clients in the areas of senior housing, business, consumer and travel. Sue is a frequent industry speaker on the topic of media, including the Life Services Network (LSN) Annual Convention and AAHSA. She graduated from Dominican University with a BA in Art.



The DHD Team.



Robert Dion,
Partner

Creative that solves the issues, satisfies the audience, wins awards

The agency's creative department is under the direction of Bob Dion's enthusiastic, exceptional talent. A graduate of Southern Illinois University in Carbondale, Bob joined DHD in 1987, becoming a partner in 1995. His energy, curiosity and ability to dig deeply are attributes he's imparted to his team. As a result, our work provides high impact, elegant, creative solutions that have become the agency's hallmark. Under Bob's leadership, the DHD creative department has earned numerous creative awards including several Mature Media Awards, Best of Show's from the Business Marketing Association (BMA) to international Mobius competition.



David Krafft,
Vice President

Dedicated to elevating the effectiveness of marketing communications above the competition.

David has a successful track record in marketing senior housing, having strategically positioned such communities as Norwood Crossing by Parkview, Stella Maris and Ingleside at King Farm. David brings business management skills that he acquired at Foote, Cone & Belding, Wunderman and Draft Worldwide. David has managed results driven consumer, B2B, direct response and interactive campaigns on accounts as diverse as Navy Pier, Louisiana-Pacific, Nestle, Owens-Corning, and the United States Postal Service. David is an active member in the Chicago chapter of the Business Marketing Association and the American Marketing Association. He is a graduate of the University of Iowa with BA in History.



Case History: Friendship Village Web Site

CHALLENGE

Create a new web site for Friendship Village that's frequently updated with relevant information, easy to navigate and stimulates inquiries.

STRATEGY

Reinforce the benefits of Friendship Village—warmth, diversity of options and quality—through the site's design and content.

Design to the audience with large, high-contrast type for optimum readability.

Build a content management system (CMS) that allows the client to update specific content areas in a time and cost efficient manner.

Designate prime real estate on the homepage to highlight upcoming events, sales incentives or announcements.

Drive traffic to the site through a targeted keyword campaign with Google.

RESULTS

- A report by Anwyll & Company, a leading marketing consulting firm for the senior living industry, reports the site is "excellent" and "handles a complex presentation of products quite well."
- The CMS has allowed the site to become an internal communication vehicle as well, with weekly menus, activity schedules and trip calendars updated regularly for residents.
- The site has met lead generation goals of an average 5 leads per week.



Case History: Friendship Village Gas Card Mailer

CHALLENGE

Generate a large number of leads to counteract a troubled housing market for the continuing care retirement community Friendship Village of Schaumburg.

STRATEGY

Spin negative media attention about high gas prices and a slow housing market into a positive introduction to the worry-free lifestyle at Friendship Village.

Feature a \$25 gas card as a timely, powerful incentive for prospects to take a tour of the community.

Develop an attention grabbing direct mail piece to generate new leads for Friendship Village.

Utilize bold colors and a strong teaser message to create interest in the mailer.

Encourage recipients to call or mail in a Business Reply Card to schedule their tours.

RESULTS

- Generated over 250 leads
- Received a response rate twice as high as average direct mail
- Directly resulted in one new sale



 **Friendship Village**
OF SCHAUMBURG
Life is Better Among Friends™

Case History: Friendship Village Puzzle Campaign

CHALLENGE

Generate new resident leads for Friendship Village of Schaumburg, a continuing care retirement community in the Chicagoland area.

STRATEGY

Launch an attention-getting and interactive print campaign that features crossword, word search and Sudoku puzzles.

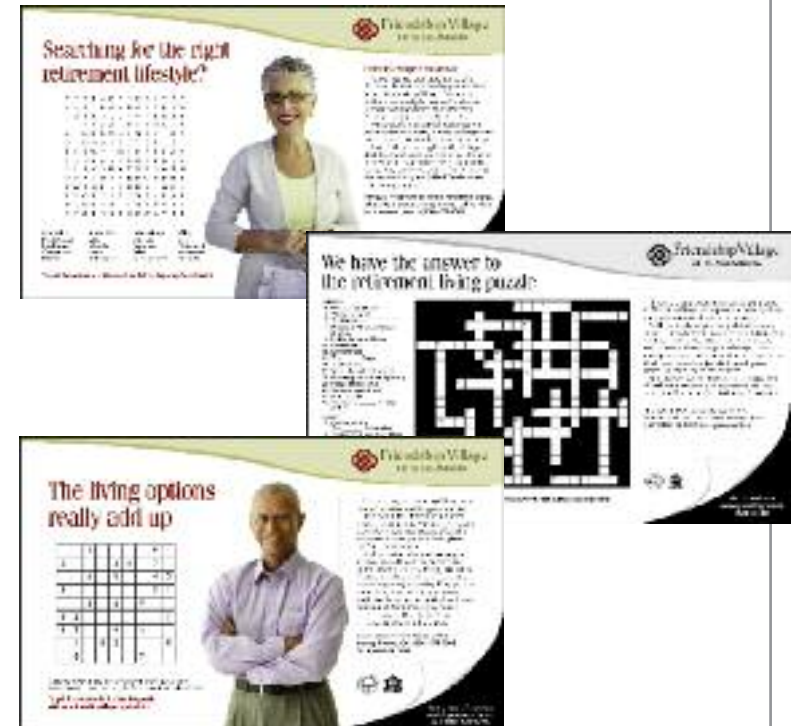
Feature the unique benefits of Friendship Village in the puzzle solutions.

Capitalize on recent research documenting the benefits of games and puzzles in maintaining mental dexterity with older adults.

Direct readers to the Friendship Village web site to find the puzzle solutions.

RESULTS

- In the first weeks of the campaign, nearly 100 new leads and re-inquiries have been attributed directly to newspaper advertising.
- Additionally, there have been an impressive 1,000 views of the web pages featuring the puzzles on the Friendship Village web site.



Case History: Mather Lifeways

CHALLENGE

To re-brand and re-position Mather Lifeways — one of America's leading continuing care providers for older adults — for the new world of senior care. The agency was asked to create a complete marketing communications tactical program, including identity and positioning, strategic planning, print advertising, direct mail campaigns, collateral and web.

STRATEGY

Develop, as a start, a consistent graphic identity system for the organization and all of its various divisions and areas of focus.

Establish long-term positioning themes for Mather's assisted living and skilled nursing facilities in the Chicago area.

Introduce the Mather messages through a dynamic mix of various print media, direct mail, e-mail messaging, event and search engine marketing.

RESULTS

The multi-layered campaign successfully supported the lead generation goals of the individual facilities. At the same time, the new, consistent identity allowed Mather Lifeways to clearly stand out in the growing senior care industry.



matherlifeways®

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Case History: Stella Maris

CHALLENGE

Marian Manor and the Carmelite Sisters, known for over 50 years for their state-of-the-art skilled nursing center, were bringing independent, full service senior living to South Boston.

The new community, named Stella Maris, had to be strategically positioned for success in the highly competitive Boston senior living market.

STRATEGY

Create a strong, memorable theme, rooted in the perfect location and the name of the community ("star of the sea").

Attract potential prospects by emphasizing the unique benefits of Stella Maris — adjacent to a golf course and overlooking the skyline of Boston, the Blue Hills and the Atlantic Ocean.

Convince the local future-thinking senior adults to place their faith and trust in a special retirement lifestyle, driven by independence and personal choices.

RESULTS

- The agency's efforts resulted in an attractive, perfectly targeted image of Stella Maris.
- Six months after the launch of the campaign the estimated lead expectancy was exceeded with 25%.



Our Senior Living Clients



Other active clients on our roster



MARQUETTE BANK

MORI SEIKI
THE MACHINE TOOL COMPANY



UPM



The Magnificent Mile®
MICHIGAN AVENUE • CHICAGO



NTN®

RSM! McGladrey