

Henry Ford Village

Print Ad Evolution

16\_HFV\_29

### **Concept**

Show two people and what they have on their mind.

OR

Show the same person in two different perspectives. Each ad has a different image in their bubble of imagination, but the rest remains the same in each ad.

Make ad like a find it to encourage people to look in depth at the difference between HFV and living alone at home. Emphasize age lines, hair color, facial expression (smile or frown), eyebrows, etc.

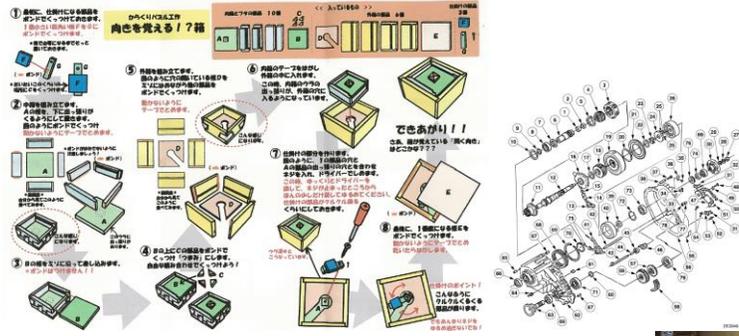
First Person: Happy, Upbeat, seems younger, healthy, smoother lines

BUBBLE IMAGES: Pool, cards, friends, dancing, fine dining, pottery, library, garden

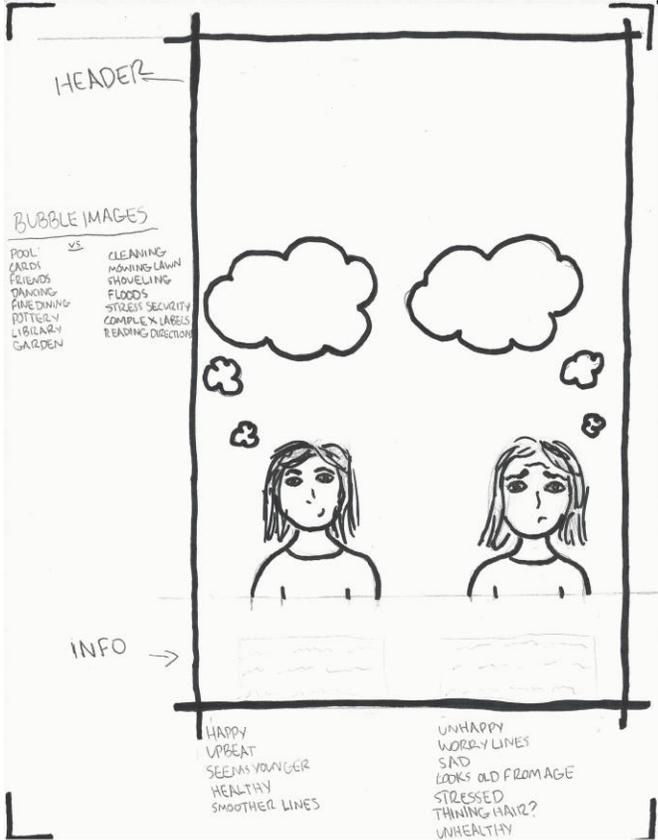


Second person: is sad, unhappy, aged from stress, wrinkles, Unhealthy, thinning hair, gray, worry lines

BUBBLE IMAGES: Cleaning, mowing lawn(good for year round, summer ad), shoveling snow (Good if year round, winter ad), flooding basement, stress security, complex labels, reading direction in Japanese



**AD IMAGE SKETCH**



## **HEADER**

It's this simple

Which would you rather?

Which are you?

Haven't you heard?

**Can you see the difference?**

**Have you seen the difference?**

Choice made easy

Choice made simple

Putting it plainly

You can only be one person

Which do you have time for?

Where you can see the difference

**FIND IT can you spot all the differences?**

List number of changes. Two different images of the same person, one looking happy and healthy and the other looking aged and stressed. (ex: wrinkles, hair color, smile, etc.)

## **SUB HEADER:**

Discover the difference at Henry Ford Village.

See where all the differences come from

Which version are you?

Who would you rather be?

Can you see all the differences? Only ten are displayed, but there are really many more.

**BODY:**

Don't let leaking pipes and basement floods consume all of your hard earned free time. Retirement was supposed to be the light at the end of the tunnel, not another deceiving turn. It's the time in life where you are finally supposed to do things you never had time for before. Don't waste your time researching honest repairmen or risking your own life trying to save some of your hard earned money. Do what you love and enjoy your freedom while we do the work for you here at Henry Ford Village.

**Do what you love and enjoy your freedom while we do the work for you here at Henry Ford Village. After working your entire life, you shouldn't let the stress of responsibility consume your retirement.**