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Henry Ford Village

Print Ad Village

16_HFV_29

CONCEPT 1: THE VILLAGER



Luxury within reach

Lavish living made Simple

There is Prestige in Retirement

A place for everyone, and everyone has/ is in/ finds their perfect place

The perfect place is where everyone has their own place

Designed by us, meant for you

CONCEPT 2: LOCATION LIKE A VACATION



You worked hard, now enjoy a worry-free retirement

Dancing through life never made so satisfyingly simple/easy

Living should be as enjoyable as a vacation

Free Time is something you deserve, so let us work out the logistics

Instead of stressing over taking care of a house, let us worry while you go out and enjoy the things you love

NO is not a fun word, but DO is

The Place to BE, A Place to DO

A place to DO is the place to BE

A place to BE is a place you can do

CONCEPT 3: WORRY FREE WONDERS

Happy people who are stress free



OR Make it like episodes, each ad shows something enjoyable



Enjoy more by worrying less

The Time to Live is now

Walk into a worry-free/ wonderful life

The place to say goodbye to worries/worrying

The place to be worry free

Don't stress the financial mess

Stress is not a necessity

CONCEPT 4: CLASSES, THERAPY AND MEDICAL ASSISTANCE



AD 1: Sooth away stress

AD 2:

AD 3:

CONCEPT 5: SAVE MONEY



Save money by letting go of your home responsibilities/problems/burdens/expenses/unexpected bumps in the road

Letting go of the old makes room for the new

Don't stress the financial mess

Don't stress a house mess

Don't worry about unexpected messes/costs

The Unexpected in a house is a stress you can live without

CONCEPT 6: OLD COMFORTS WITH MONDERN ACCOMODATIONS



BODY:

Classes

Home repairs

No lawn or snow care needed

Therapy

Medical Assistance

Doctors

Fine Dining

Swimming Pool

Classes

Recreation

- Library
- Garden activities room
- Ceramics room
- Billiards
- Putting green to practice golf
- Salon
- 24 Hour Security