

The Arbor Company: THRESHOLD IN ACTION

The Situation

The Arbor Company was looking for more engaging marketing materials to promote their Arbor Terrace Shrewsbury senior living community. They had been using an informative yet complex brochure system, consisting of a pocket folder and many inserts. Although the system was functional, it didn't convey the personal service The Arbor Company provides or the "deep connections" philosophy that drives the company. The senior living industry is inherently complicated, but we recommended a more simplified approach to marketing. The inserts had to stay however, because of the many forms prospective residents must fill out during the application process.



ARBOR TERRACE
shrewsbury

The Challenges

Threshold set out to create new marketing materials that reflect the unique experience of being an Arbor Terrace resident while still providing prospects with the required legal information, pricing and forms. We also sought to offer a budget-friendly solution that told the Arbor Terrace story through the company's specialized services like Dining with Dignity, Engagement, Senior Industry Educators and others. The staff at Arbor Terrace is highly trained and intensely compassionate, and we knew the materials had to show prospects that caring side of the community as well.

The Solutions

Inspired by the depth of service at Arbor Terrace, Threshold developed a Community Story Book that communicates the deep connections residents experience living at Arbor Terrace. The coffee-table-style book — featuring rich lifestyle and resident photography—stands out as one of the larger marketing pieces in the market.

The textured cover and high-end interior pages allow prospects to feel the quality between their fingers, catering to an older audience who still corresponds with physical letters and sends holiday cards to friends and family.



The Threshold Agency



CASE STUDY

The Arbor Company: THRESHOLD IN ACTION

A back page with room for notes gives residents a reason to engage with the book, and the high quality presentation leads prospects along slowly, mimicking the experience of a property tour. Using the same high-quality material, we also created a smaller booklet to be given out as a take-home brochure.

While the Community Story Book is visually striking, it also provides readers with the required information and forms. We accomplished this by packing those forms away in an Invitation Envelope that accompanies the book. This keeps the technical information separate from the visual experience so prospective residents can get a feel for the community without being bogged down by technicalities. The new materials help the community promote their incredible personal touch while still providing prospects with the necessary forms and information. Arbor Terrace continues to wow residents with high-end service and personal touch, and the marketing materials serve to amplify those qualities. ■



The Threshold Agency

3809 South 2nd Street, Suite C-300, Austin, TX 78704 • thresholdagency.com • (512) 375-3169 • info@thresholdagency.com