



CONSUMER INSIGHTS SET THE TONE FOR GUIDEBOOK TO A BETTER LIFE

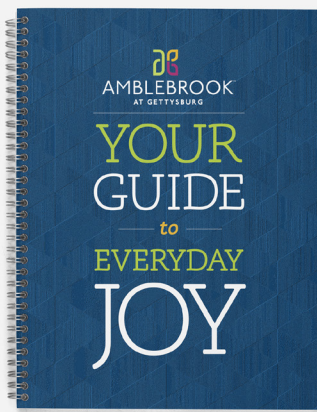
When the community brand promises “more everyday joy” and the offering includes a vibrant lifestyle and over-the-top amenities, even the most beautiful brochure simply isn’t enough to tell that story the way it should be told. And, importantly, this story needed to capture the hearts of those who would appreciate the abundant offering at Amblebrook at Gettysburg, an impeccable 55+ active adult community in Pennsylvania.

OUR ROLES

- Content Creation
- Copywriting
- Creative Concepting & Strategy
- Graphic Design & Production
- Photography
- Research & Analysis
- Strategic Planning

“ Wick’s concept and execution for this guidebook were as big, bold and meticulously crafted as our offering at Amblebrook. It has proven to be the perfect approach for making a meaningful connection with our customers. ”

– Sara Carbonell, Director of Marketing and Sales



The Amblebrook "guidebook" shared a story of more. More amenities, friendships and everyday joy. Authentic resident photography filled this 40-page guide, which is offered in both print and digital formats.

CHALLENGES

While Amblebrook at Gettysburg would eventually have a full complement of world-class amenities, some of the facilities were still under construction. Lifestyle is everything in effectively positioning an active adult community, and the client could not wait for all of the amenities to be completed to help its potential future residents envision themselves living in this community.

INSIGHTS

Informed by research and our own deep understanding of the 55+ cohort, we knew that this consumer prefers to discover for themselves, at their own pace, when making important lifestyle and investment decisions. We also knew the 55+ homebuyer is an experienced decision-maker who values information and that a more typical

community brochure would not sufficiently meet their needs.

This buyer must be able to imagine loving their life in the community, among people they feel a connection and shared purpose with. We knew we needed to convincingly convey lifestyle, community and home — or the work would fall short in accomplishing the goals.

- Choose Abundance**
 - 7 Clubhouse, Amenities & More
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 - 15 Markets & Meet-Ups
 - 17 Home Choices & Builders
 - 19 Amenities Campus & Community Map
- Live Local**
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 - 25 Gettysburg Hotspots
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Amblebrook at Gettysburg's brand pillars offered a natural structure for sharing the opportunities for residents to discover, design and enjoy their best life here.

JOY TIP Discover a new favorite spot every time you go into town.



STRATEGY

Residents helped get the story right, through interviews and a well-orchestrated photo shoot. The content approach reinforced the brand strategy of “more” — more amenities, more friendships, more opportunities for health, etc. Ultimately, more everyday joy.

The book itself — all 40+ pages of it — further paid off the message with a table of contents loaded with different topics, covering everything from critical information to local trivia, plus a community touring checklist and even joy tips.

QR codes facilitated access to even more information on the Amblebrook website, giving the deliberative 55+ customer more opportunities to explore and validate their interest.

Lifestyle is everything with this consumer. The guide included a peek into what's available in Gettysburg, too.



The Outdoor Pool

WELLNESS SPRINGS FROM WELL-MADE PLANS.

It's a match designed for health and wellness goals of every shape and size. Amblebrook's partnership with **WELLSPAN HEALTH** puts all the pieces in place to help you be the happiest, healthiest version of you.

With **WELLNESS SUITES** available for a rejuvenating massage, physical therapy, wellness consultations and more, you don't have to leave the neighborhood to self-care in style.



YOUR PERSONAL WELLNESS CHECKLIST

- Rejuvenating Massage
- Physical Therapy
- Wellness Consultations
- Personal Training
- Group Fitness Classes
- Meditation



TAKE A VIRTUAL TOUR

Use your smartphone to scan the code below to tour our stunning Fitness Center!



Imagery, checklists and QR code-enabled connections throughout the guidebook facilitated the self-guided discovery that's so highly valued by the 55+ active adult consumer.



COMMUNITY MAP

1 Amenities Campus

NEIGHBORHOODS

2 Parkview
3 Grandview
4 Highland
5 Greenway
6 Woodside

Scan below for drone aerial video

AMENITIES CAMPUS

1 Outdoor Tennis and Pickleball Courts
2 Happy Tails Dog Park
3 Trailhead Park and Trails
4 Outdoor Kitchen
5 Rock Creek Clubhouse
6 Community Hall and Performing Arts Theatre
7 Boulevard Welcome Center, Heartland Market and Cafe, and Harvest House
8 Rock Creek Fitness Center (with Wellness Suites)

9 Bocce Ball Courts
10 Great Lawn, Game Area, Outdoor Seating and Fire Pits
11 Resort Pool, Pavilion and Terrace
12 Amphitheatre
13 Fishing Pond and Dock (North of Amphitheatre)
14 Indoor Pool and Spa
15 Yoga Lawn
16 Outdoor Restroom Building

19 LIVE LOCAL

Amenities Campus & Community Map 20

Maps, including this one of the abundant amenity campus, were designed to make it easy for people to fully understand and navigate the extensive offering.

RESULTS

Amblebrook at Gettysburg’s Guidebook provides a valuable resource to help homebuyers understand the full offering. The presentation of home selections, checklists, activity venues, clubs and fitness alternatives invite a deeper exploration of the community. By offering the Guidebook in both print and digital formats, homebuyers are able to engage in the way that works best for them.

937 GUIDEBOOK DOWNLOADS

415 QR CODE SCANS

(AS OF 1/24)

TAKEAWAYS

- 1 Strategy drives creative** (part of Wick’s DNA), and in this case, the strategic position of “more everyday joy” provided the platform for something significantly more than a brochure.
- 2 Authentic resident photography** was a placemaking game-changer, differentiating Amblebrook at Gettysburg in the crowded, competitive 55+ space.
- 3** At the end of the day, **strategic and creative collaboration** – between agency, consultant and client – delivers a better product.