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PART 5:

Show us the *creative* leap

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TION

Whitespace

Retirement village advertising sells the glossy vision of resort living. Beautiful villas, sparkling pools and picture-perfect lifestyles. It shows life after the decision has been made. But no one is talking about the real moments that lead to it. The garden that's become too much. The stairs that feel steeper. The conversation you keep putting off.

Because deciding to move is personal. It means weighing up memories, independence, family and what comes next. Everyone has their own reasons, worries and tipping point. And almost everyone waits. Most people who moved say they weren't ready. Almost all of them wish they'd gone sooner. No operator has ever told them so.

That's the white space for Metlifecare.

Because this isn't a property decision. The truth is, it’s their plan for ageing, and most people are making it without the words for it. By sharing real experiences, saying the uncomfortable things out loud and giving people the language for the conversation they've been avoiding, we help them recognise the life they've been waiting for is already within reach.

Less real estate agency, more real life agent.

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The opportunity

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To break the category, Metlifecare needs to open up the conversations other villages aren’t having.

Own the real, even uncomfortable human moments that make help people find the confidence to talk about moving.

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The Creative Mission

Own the decision journey. The little moments that trigger New Zealanders to choose Metlifecare.

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The Big Idea

Talk honestly and openly about their decisionmaking.

Real Kiwis and their ‘this-feels-right’ moment.

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Introducing

The Metlifecare Moment

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What is The Metlifecare Moment?

The moment is different for everyone.

But all of us will have one.

At some stage. At some age.

It could be a questioning moment.

A frustration moment.

A realisation moment.

A ‘what’s next’ moment.

A moment when something you’ve always done easily isn’t so easy to do anymore.

A moment when your kids say, hey, love you heaps, but we need to talk. (or vice versa)

When the neighbours you love move out and the 24 hour party moves in.

When you calculate the old house is costing too much.

And demanding even more.

A moment when you think, if not now, then when?

And understand that sooner is probably better than later.

A moment when you look at the other options,

And everything suddenly becomes clear.

However it happens.

The second that moment arrives.

We’ll be here.

So you can live the life you’ve been waiting for.

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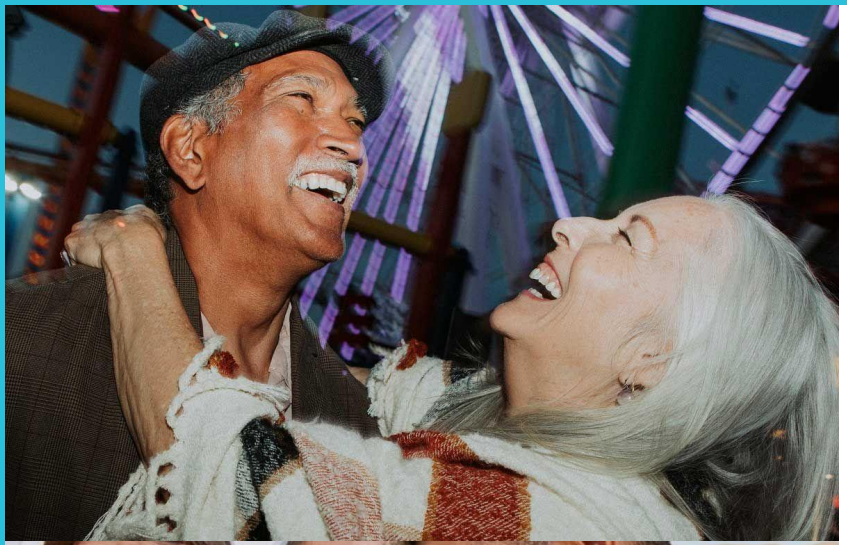
Creative Execution

BRAND

We will create a series of moments for The Metlifecare Moment.
Introducing the decision making of real Kiwis.
Before cutting them down into smaller bite size stories.

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Launch TVC

The Metlifecare Moment

We take individual, personal Metlifecare Moment and bring them together to show different people and at different decisive moments. With various real residents sharing the story narration, line by line, we make a subtle shift from the old to the new and the village environment itself where we see the speakers at their new homes, happy.

Title: The Metlifecare Moment

VO:

Everyone's moment is different.

But all of us will have one.

For some it's a questioning moment.

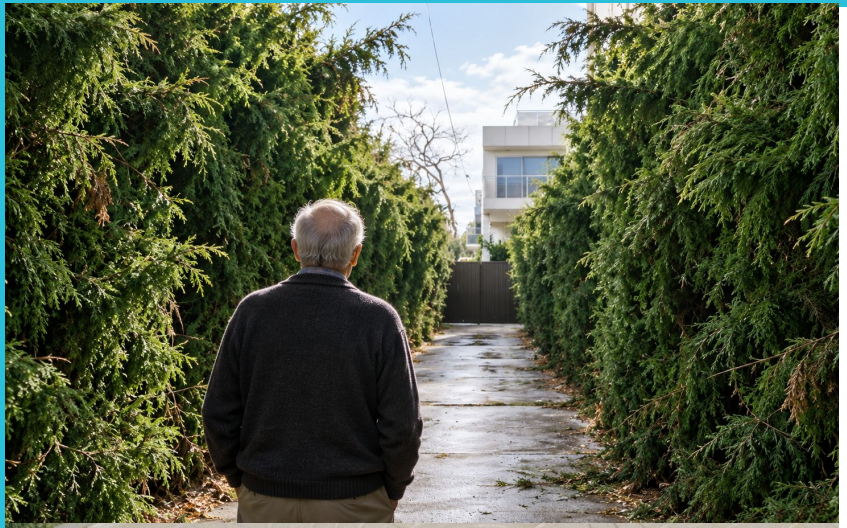
Do I want to be making this move in 5 years time?

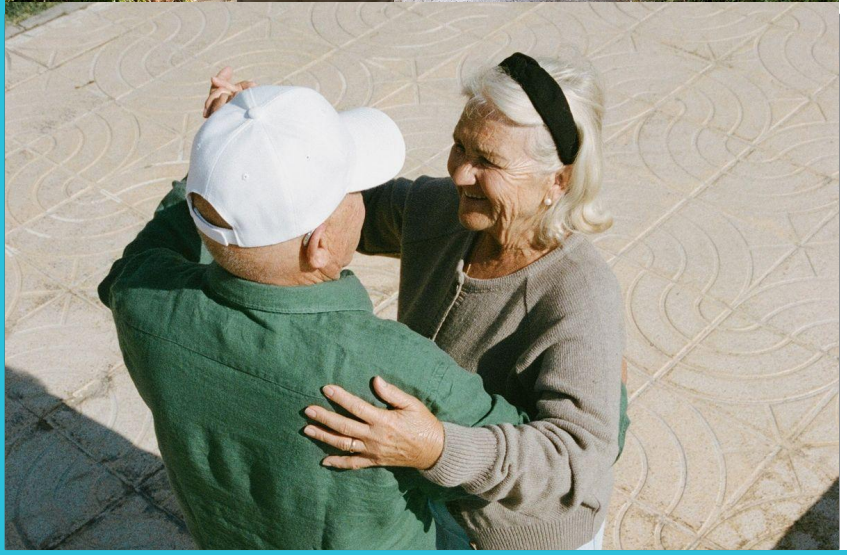
Is this big old house getting too much for me?

Do I feel safe on my own still?

(Continue…)

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Continued...

For others, a frustration moment.

Can't do hanging off ladders with a hedge trimmer anymore.

The new neighbours' parties are keeping me awake.

My knees and the stairs aren't getting on so well.

And it's often a realisation moment.

I can actually move my life with me, it's all upside.

It's closer to our favourite café than the old place.

The grandkids will still come and stay.

A moment when you think if not now, when. And understand that sooner is better than later.

When your Metlifecare moment arrives, and it will… we'll be here.

Metlifecare. The life you've been waiting for.

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Creative Execution

VOD

We will create a series of VOD content, where we retell the small but defining moment when people realised it was time to move. An ah-ha moment, retold by the metlifecare residents themselves.

Our BVOD Metlifecare moments nod the aspects of wellbeing, community, rightsizing and safety.

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‘Circus’

VOD - Wellbeing

Nancy tells us one on one about her Metlifecare decision.

Title: Nancy’s Metlifecare Moment.

Nancy VO: *'Well I had my Metlifecare moment the day my daughter picked me up and took me over to their place for dinner. We had to laugh - it was the usual circus with my granddaughter doing band practice in the garage and grandson watching tv in the lounge and the dog going mental. She said Mum, we need to seriously think about you coming to live with us. We both laughed.*

Cut back to Nancy, sitting at the Metlifecare café in real time, with her grandkids (a lot calmer), she looks at camera and says:

Nancy VO: *“And I was, yeah. Nah. Don’t think so. I love you all, but…”*

VO & Endframe FX: Metlifecare. The life you’ve been waiting for.

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‘24 Hour Party’

VOD - Community

Sally and Steve share the real life reality behind their decision.

Title: Sally & Steve’s Metlifecare Moment

SALLY VO: *Deciding to move isn’t easy. But when the Gowers next door - lovely family, gorgeous children, there 15 years – sold up and students and the parties moved in, we just knew - this was our moment.*

Cut to Sally and Steve in their Metlifecare apartment.
SALLY VO: *And these days, if there’s a Friday night drinks, we’re always invited.*

VO & Endframe FX: Metlifecare. The life you’ve been waiting for.

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‘Surfboard’

VOD - Rightsizing

Guy is telling the story of his own Metlifecare moment. The moment he decided.

Title: Guy’s Metlifecare Moment

GUY VO: *Paul popped in one day with his surfboard. He needed somewhere to put it. I found a spot… past his old dining table and my daughters wedding dress box. And then I realised… this is our moment. I’d always said we wouldn’t downsize. Too many family treasures. But standing there, holding a surfboard, I thought… the kids moved out.*
Their stuff hadn’t.

Cut to Guy & Wendy, sitting around the pool at their Metlifecare.
GUY VO: *That’s when I said to Wendy, ‘Maybe it’s our turn.’*

VO & Endframe FX: Metlifecare. The life you’ve been waiting for.

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‘Creaky Me’

VOD - Safety

Brett is talking about his Metlifecare decision - and it was personal.

Title: Brett’s Metlifecare Moment

Brett VO: *My Metlifecare moment? It just suddenly clicked. Well, Buddy and I were heading up to bed. Same routine. Same stairs. Only this time, a few new creaks. Not the floorboards. Or the handrail. I thought, what’s going wrong with this house now? Turns out… it was my knees. . . They weren’t offering to carry me like they used to.*

Cut to Brett & buddy, waiting in the sunny foyer as the lift doors open, at their Metlifecare.

Brett VO: That’s better bud eh?

VO & Endframe FX: Metlifecare. The life you’ve been waiting for.

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Creative Execution

OOH & Meta

Our OOH & Meta is a series of type led conversations and questions. Some talk to ponderings, questions and alternative life paths people are considering pre-move. While others nod to the positives of village life at Metlifecare but highlighting The Metlifecare Moment.

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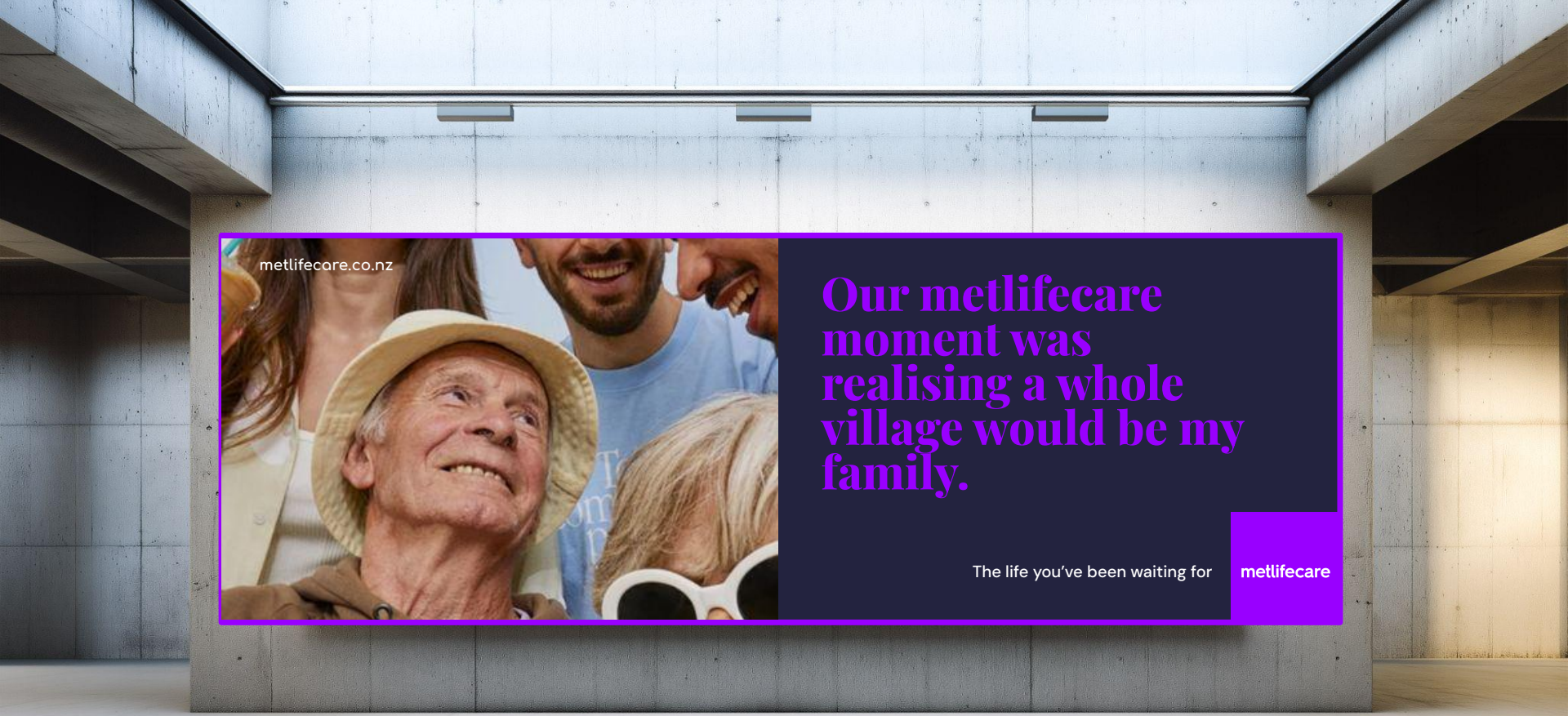
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Brand Layer - Make you think moments



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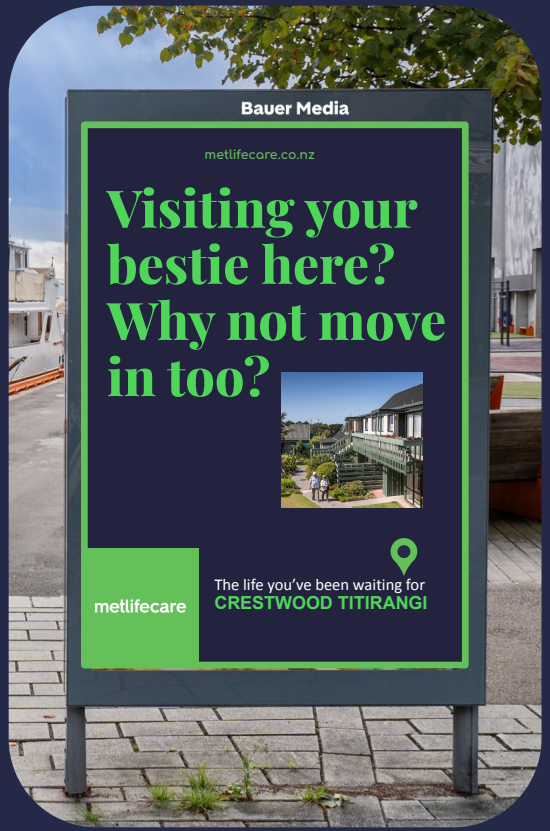


Brand Layer - Make you think moments

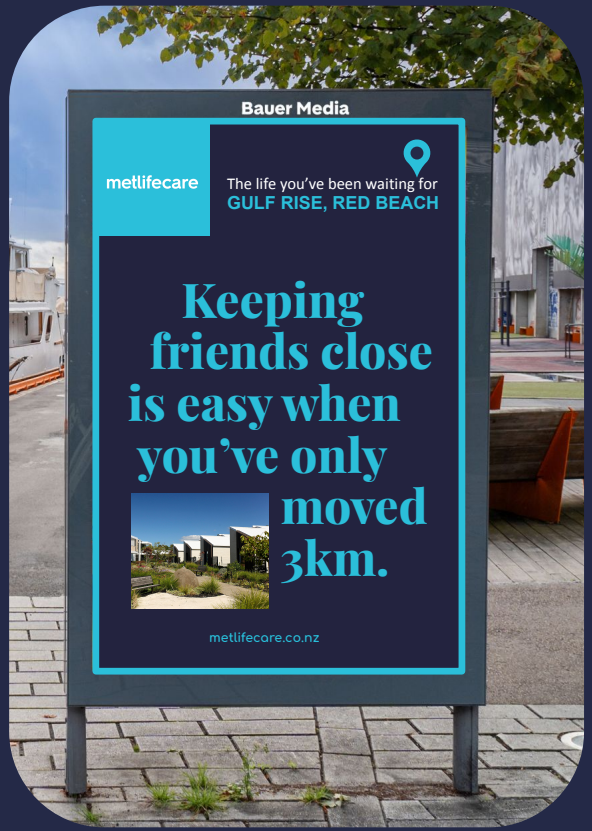


Brand Layer - Make you think moments

Village layer - Make you think moments



LOCALISED AREA



CONTEXTUAL 3KM RANGE RED BEACH



VILLAGE SELLING POINTS

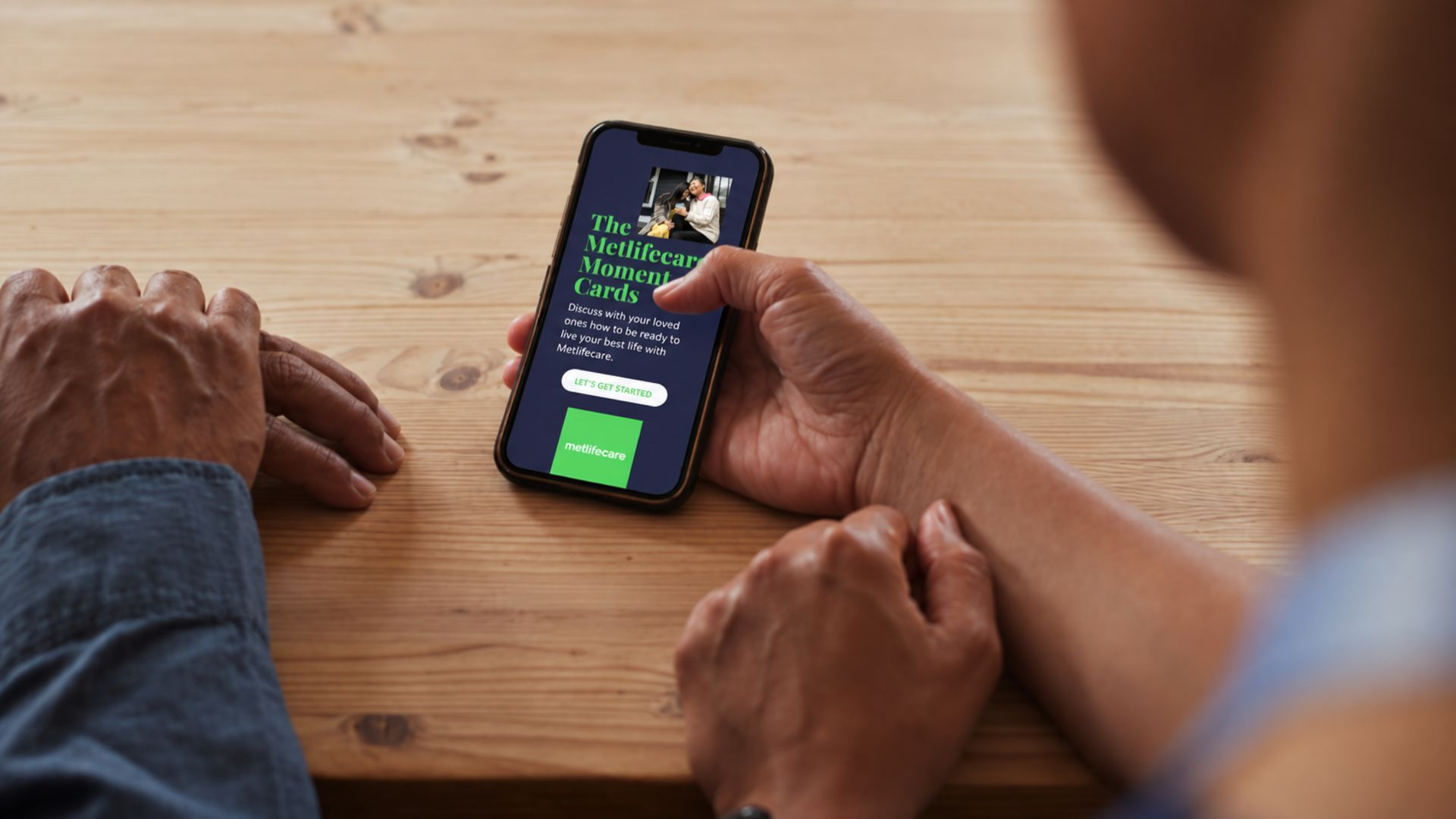
Creative Execution

Meta

Here we explored both engagement layers; brand and product. By presenting moments for consideration that can help trigger action and also showing how we integrate consideration moments into the product comms promoting village features.

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The Metlifecare Moment Cards
Discuss with your loved ones how to be ready to live your best life with Metlifecare.
LET'S GET STARTED
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Meta. Brand Engagement Layer

Metlifecare Moments Digital Cards

Life’s next questions about their next move. A digital survey from Metlifecare that helps older New Zealanders and their families ask the things they might struggle to say out loud.

Am I ready, or is everyone else ready for me? What will it cost? Will I still feel independent? And what if my partner wants to move, but I don’t?

Completed alone or together, it brings private worries into the open, giving families a way to start the conversation and the confidence to take the next step.



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metlifecare moment

QUESTION 6

Is bringing that armchair your wife hates mandatory?

Yes | No

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QUESTION 8

Swap your nice garden for a nicer garden.

Yes | No

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QUESTION 12

Do you still know your neighbours well & vice versa?

Yes | No

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QUESTION 19

Just 700 steps to the St Lukes library.

Yes | No

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Results

The life you've been waiting for is here!

Less upkeep, more connection and support nearby. Based on your answers, Fairway Gardens could be a good fit.

Come for a visit, ask your questions and see how it feels.

Let's find your village.

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Meta. Village Engagement Layer

Real estate can have it's moment too

Current comms in this part of the comms funnel is rinse and repeat across the sector. We have the opportunity to pepper the heavy 'matter a fact' real estate category with some of our above the line charm. We simple add relatable moments to village sales material too.



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Social. Brand Engagement Layer

The villages get their moment

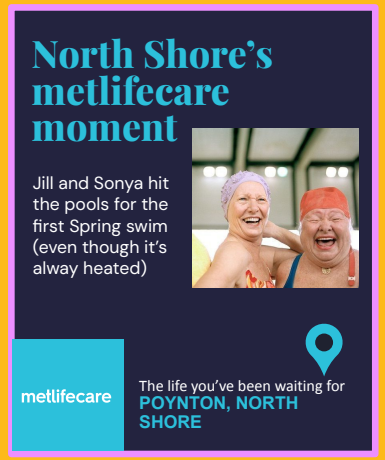
We can highlight the moments happening within each village, allowing us to dive into what makes each location unique.



Some moments are better by the water. A walk along the Hobsonville Coastal Walkway, a coffee with a harbour view, or a drink with friends as the day winds down. At Orion Point, there's plenty to make a moment of.



Coffee at Zest, dinner at Sage, some of life's best moments happen around the table. At The Poynton, there are plenty more moments worth sharing.



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