metlifecare

PART 4:

# *Define* the creative problem

FED ERA TION

# Background to our *Brief*

A woman in her late seventies living in a house that has quietly become too big for her. The path at the side is steep. A lot of stairs inside. And new housing springing up means she has more neighbours and a lot of people coming and going that makes her feel less safe. But admitting it and moving is a conversation she is not ready to have. Her daughter has raised retirement villages twice. But hints about moving are like being told you're getting old.

Underneath it sits what she wasn't saying out loud:

> *"I might miss my street, the people who know me, my local supermarket. I might feel like a stranger. I could just wait and see and look again next year."*

In another part of the country is a couple. They'd lived all over New Zealand and finally settled somewhere they loved. But for about two years had been managing a house and section that had stopped being manageable.

Then one of them said it out loud:

> *"Our place is hard and expensive to keep up. We're not managing like we used to, and we're not being honest about it. Not with ourselves, and not with our kids."*

They worked out that a retirement village made better financial sense than downsizing, with the future mapped out including care if they ever needed it. They decided together and told their children afterwards, who were surprised and then pleased. In their late eighties now, they've never once regretted it. The best decision they ever made.

Two households, the same problem, the same fear, the same decade of life. The same decision to make. One is still waiting. The other went early and got years back.

The difference wasn't information, money or the quality of the village. It was permission in a no pressure environment to make an honest decision. To be honest about what you really want, be honest with yourself and with the people who matter. To give words to the uncomfortables.

Most people who have made the move say they weren't ready either, but moved anyway. Almost all of them wish they'd gone sooner. No operator has ever told them so.

**Nobody in this category is helping with the decision. They help you choose between a villa or apartment. But being truthful and useful while people are deciding is unoccupied ground. That's the white space.**

**Deferral is the enemy. Unlocking the state of deferral with authentic, sometimes funny conversations and guidance is the answer.**

Metlifecare current brand territory talks about defying ageing. Never stop. Metlifecare are promoting the entire category, and every reason to NOT move into a village.

# What's the *Opportunity?*

## NAME IT. OWN IT. PROVE IT.

### NAME IT

People make their decision on three future need states the category largely ignores. Care within a community built for you as you age. Security and safety for your older self. Your future health needs covered too.

Instead the category avoids the human truths and sells the fourth one. Happiness, in the form of a youthful vitality many don't feel, or feel pressured - can I live up to all that vitality?

**Metlifecare can be the brand prepared to speak honestly and credibly about making a great decision for your future. A caring place for life, safety and health covered, earning happiness as a consequence rather than assert it as the primary promise.**

**Which is the shift we want to make. Away from defying aging, to caring for a life, starting with caring for your decision.**

Never bleakness. Instead, authentic honesty, laughs, warmth and smiles, about a decision everyone in the room is already thinking about and trying to make.

### OWN IT

**The word this category is missing is sitting inside our name and has never been used.**

**Met-life-care. Real life. Real caring.**

Every operator sells lifestyle. Metlifecare can own life AND caring. Caring for the whole of your life, not just this moment in time. It is the only claim in this category that is true of Metlifecare, credible on day one, and unavailable to Ryman or Summerset without advertising our name for us.

### PROVE IT

We asked a Metlifecare consultant at the end of a tour what Metlifecare offers that Ryman does not.

The answer was: "I don't know. They're the same."

So we also need a brand elevator pitch that a village manager can say in her own words, something a daughter can repeat to her brother, and something that answers the questions people currently use to defer.

**The enemy is vitality and deferral.**

**Metlifecare needs a story that is warm, direct and impossible to confuse with anyone else's.**

# Three *principles* for the work

### 1 Own the transition, not the destination

The category jumps to celebrating the new life without honouring the old. Every room in that house holds a record of a life. Our role is to help people carry what matters forward, not to ask them to leave it at the gate.

### 2 A village is a base, not a boundary

Everyone shows life inside the gate, which quietly confirms the fear that the world is about to get smaller. Show the village as somewhere life continues from, not somewhere it stops.

### 3 Don't make them younger. Make them real.

In trying to reject one stereotype of ageing, the category has installed another: relentlessly youthful, energetic, performing with superhuman capability. Show who people actually are. Identity is not defined by age, and it should not depend on looking younger than you are.



# Who are we *really* talking to?

They all live 3km away from their preferred village. So we are marketing their local areas to them.

### The one who is nearly there

The 78 year old whose house has been quietly beating her for two years. She wants her life to go with her, not leave it behind. (Except the current loneliness and insecurity.).

### The one who is thinking about it

The couple in their early seventies, capable of deciding for their future. They aren't leaving their old life and selves behind either. Just all the work and maintenance!

### The daughter

The 54 year old who has been researching for eighteen months. She needs to know what to say to help the decision happen.



# What do we need them to think, feel or do *differently?*

| FROM | TO |
|---|---|
| Moving is giving up | Moving is caring for future me, and for my family, while I still get to choose how. |
| I'll know when I'm ready | Nobody is ready. The people who went are glad they did not wait to feel it. |
| I'd lose my community | I'd be closer to it. And closer to them. |
| They're all the same | Metlifecare is the one that told me the truth about what comes next. |
| It's a lifestyle decision | It's a life care decision, and it is mine to make while it is still mine. |
| (Daughter) I have to convince her | I have to make it possible for her to raise it herself. |

# What can Metlifecare credibly *offer*

### EMOTION

- All-of-life caring that future you will thank you for.
  Not a place to go when things get bad. A good decision.
- The relief of having decided. What every resident described, and no operator advertises.
- Happiness earned rather than promised. The couple who moved early now see more of everyone than they did before. That is the outcome, and it only arrives once the decision is made.
- Continuity. The people, the passions, the routines. The life you built moves with you rather than being left behind.
- A village 3kms away from you. Forty-three villages of genuinely different character. A place you choose, near the people you choose.

### RATIONAL

- A continuum of care. So the next move happens where you already live and know people.
- Scale and permanence. Metlifecare are here when you need the part you hope you never need.
- Honest money and timing conversations, on a family's own schedule, before sales pitches.

### PRODUCT

- Independent living, serviced apartments and care in one place.
- Village character that differs by location, because the people do.

# The single most *important* job: Give that uh-huh moment.

**THE PROPOSITION**

**Caring for all of your life.**

**THE PLATFORM IDEA**

**The decision your future will thank you for.**

THE HUMAN TRUTH UNDERNEATH IT

Moving isn't giving up.
It's caring for future you, and for your family.

TONE OF VOICE

- Iconically, unmissably Metlifecare.
- Think Dove Real Beauty Campaign. Authentic. Real people. Real conversation. Mothers and daughters.
- Real. Honest and warm at the same time. The category thinks those are opposites. They are not.
- Plain New Zealand English. The words they use, not the words we use. “The house”, not “home”. “When things change”, not “as needs evolve”.
- Break the category: the same as everyone else – i.e. vitality. Your next chapter, downsizing.
- Funny is allowed. Even good. Especially shared between family. This decision has real weight and the audience knows it better than we do.