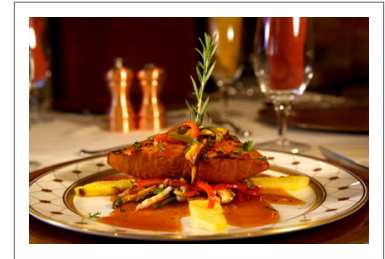


SPLENDIDO

Publicity to Promote Fine Dining and Life at Splendido

SITUATION: Splendido at Rancho Vistoso, southern Arizona’s only high-end resort-style continuing care retirement community, opened their doors in October of 2006 with a goal to sell homes to their target demographic – active, affluent older adults. Mather LifeWays, one of the organizations behind Splendido, retained Caliber to create awareness of the community to achieve their goals.



SOLUTION: Caliber developed a strategic publicity campaign to highlight one of Splendido’s top amenities – fine dining – which proved to be a major draw to the community. One key publicity strategy Caliber implemented was to promote Chef Albert Dileso, executive chef at Splendido, as a spokesperson for the community. Through cooking demonstrations and contests, Chef Al explained and demonstrated how the food choices at Splendido are better than standard retirement community fare, including many offerings at four-star resorts and restaurants.



RESULTS: As a result of Caliber’s strategic publicity campaign and positioning strategy, Splendido received many positive local and national news stories and articles highlighting Chef Al and the fine dining experience at Splendido. Prospective residents now call Splendido inquiring about their fine dining, in addition to the many other amenities offered.