



For immediate release

Cundari Selected as Agency of Record for Chartwell Retirement Residences

National ad campaign expected to roll out later this year in English and French

TORONTO (Feb. 27, 2019) – Cundari, one of Canada’s largest independent agencies, has been chosen as Agency of Record by Chartwell Retirement Residences (TSX: CSH.UN), the largest operator in the Canadian seniors living sector, with over 200 quality retirement communities across Quebec, Ontario, Alberta and British Columbia.

With the demand for seniors housing expected to surge over the next 15 years as Canada’s population continues to age, Chartwell is poised to take advantage of the huge opportunity for growth through the acquisition and building of new properties, backed by a significant increase in marketing activity.

Sharon Henderson, Vice President Marketing and Communications, says Chartwell selected Cundari after a competitive bid process in which the company was looking for an agency partner that could deliver a compelling brand strategy, along with creative development and execution, media planning and buying, and digital optimization.

With a national advertising campaign for Chartwell expected to roll out later this year, Henderson says, “Demographics are on our side. Demand will increase. However, for Chartwell to remain the leader in the market, we have to ensure we keep developing marketing and advertising initiatives that strengthen Chartwell as the most recognized national brand in the sector.”

According to Cundari president Jenn Steinmann, the key creative challenge that needs to be addressed in Chartwell’s marketing approach is to overcome myths about retirement living. “For the majority of Chartwell’s target audience – usually adult children resistant to finding a home for one or both of their parents – seniors housing simply hasn’t been on their radar or is something they’ve intentionally been avoiding, so that’s what we’ll be addressing and hoping to change,” Steinmann says.

To achieve this goal the agency will use data to build profiles of key target audiences, uncovering specific behaviours and needs that can be addressed through messaging strategies that focus on important aspects of the customer journey. Cundari brings capabilities grounded in customer-centricity, and fuelled by its Integrated Strategy Hub, which will engage “hive mind” teams from brand, media, social and digital strategy to collaborate and bring unbiased, yet strategically optimal, launch plans to the Chartwell relationship.

“There’s a significant amount of stigma associated with the seniors living category,” Steinmann says. “It’s an emotional process and a difficult decision to help a loved one decide if a seniors home is the right solution, so engaging families and the community in the positive outcomes will be a big part of the marketing approach we develop for Chartwell.”

Says Henderson of the decision to select Cundari as Chartwell's agency of record, "Cundari's team, reputation, body of work, as well as Aldo Cundari's strategic vision and personal commitment to the agency were all deciding factors for us. I truly believe this will be a great step for Chartwell and together we will be trusted partners in growing our business while helping seniors and their loved ones navigate this important journey."

About Cundari

Cundari is Canada's most globally awarded independent agency. Our work has been recognized around the world at Cannes, the Cassies, the UK's Directory Ranking and we are the only Canadian agency to have two campaigns on WARC's 100 smartest marketing campaigns in the world list. We are not a traditional advertising agency – for 38 years we have implemented innovative and creative solutions for clients that deliver business results. Cundari works with brand leaders in a wide variety of sectors including clients such as Canada Bread, Maple Leaf Foods, The Rec Room (Cineplex), Motts Canada Dry and the Art Gallery of Ontario. For more information, visit www.cundari.com .

About Chartwell

Chartwell is an unincorporated, open-ended trust which indirectly owns and operates a complete range of seniors housing communities, from independent supportive living through assisted living to long term care. It is the largest operator in the Canadian seniors living sector with over 200 quality retirement communities in four provinces. Chartwell is committed to its vision of Making People's Lives BETTER and to providing a happier, healthier and more fulfilling life experience for its residents. For more information, visit www.chartwell.com .

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