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MEDIA RELEASE

LATITUDE ONE LANDS MARKETING EXCELLENCE AWARD

The marketing campaign to launch an Ingenia Lifestyle flagship retirement community at Port Stephens on the NSW central coast has been recognised at the National Retirement Living Awards 2018.

Latitude One is located at Anna Bay and will consist of 235 brand new homes, offering a modern gold-class resort-style community for over 55s under the land lease ownership model.

The Wise Agency Award for Marketing Excellence was presented to Ingenia Lifestyle at a gala ceremony at Parliament House in Canberra.

The high-level marketing objectives for the Latitude One campaign included establishing the project as a desirable brand in the local area; increasing awareness through targeted advertising, community engagement and marketing; attracting purchasers over two stages; building a database of qualified leads and achieving settlements.

The strategy saw sales objectives reached months ahead of schedule, with thirty Stage 1 homes completed and settled four months early. Stage 2 homes were fast-tracked and released for sale and were oversubscribed, leading to the early release of Stage 3 of the project.

The National Retirement Living Awards recognise the contribution and achievements across all areas of the retirement living sector by the people and companies helping ensure senior Australians have an enjoyable retirement.

There are currently more than 180,000 people living in more than 2,300 retirement villages across Australia. With 22 per cent of Australians expected to be over the age of 65 by 2054, the need for comfortable, affordable and supportive retirement living options is ever-increasing.

More information is available at www.retirementlivingawards.com.au

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