



performance creative brief

OBJECTIVE:

- ▶ Introduce an affluent, 65+ American audience to home elevators as *the* aspirational, future-proof, in-home mobility solution, and establish Stiltz Homelifts as the undisputed category leader, inspiring them to call us to schedule their free, no obligation in-home assessment.
- ▶ In order to achieve our objective, our creative must do three things:
 1. Inspire our audience with the breakthrough promise of independent, modern mobility, thanks to an accessible, affordable elevator, stylishly integrated into their home.
 2. Educate this engaged audience on the benefits of a Stiltz home elevator; maintaining independence by staying in their own home, without the cost and inconvenience of extensive remodeling, and the many advantages over a stairlift.
 3. Convert our inspired, educated audience by offering them a free, no obligation in-home assessment, and a free Stiltz brochure, so they can plan for life with a Stiltz home elevator.



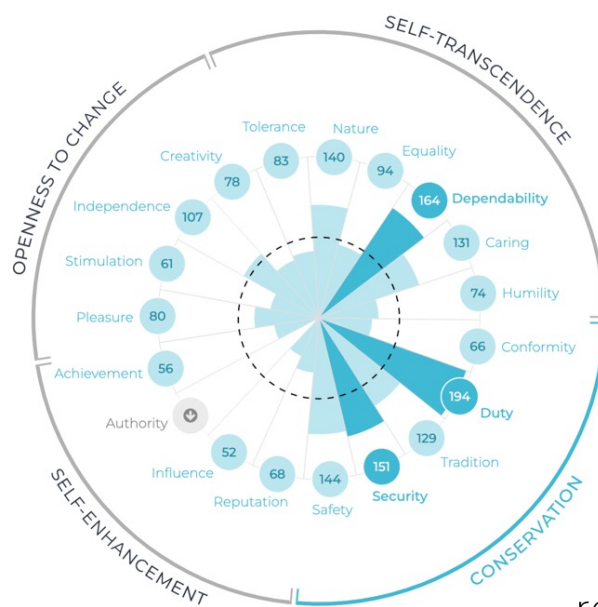
TARGET AUDIENCE:

- ▶ An audience of affluent American homeowners, 65+, for whom the stairs have either already become – or are soon to become – a problem.
- ▶ Struggling to live in comfort and independence in their own home, to sleep in their own bed, and fearing for their ability to age in place – to stay in the home they've made, that's such a big part of their identity, surrounded by memories and continuing to make new memories with their family.

PERSONAL VALUES:

Aged 65+, Homeowners, Net Worth \$1M+

- ▶ **DUTY:**
 - ▶ self-disciplined
 - ▶ organized
 - ▶ accountable
- ▶ **DEPENDABILITY:**
 - ▶ reliable
 - ▶ responsible
 - ▶ trustworthy
- ▶ **SECURITY:**
 - ▶ preservation
 - ▶ stability
 - ▶ safety



resonate

Loss of mobility undermines all of these core values, blending independence with a sense of duty.

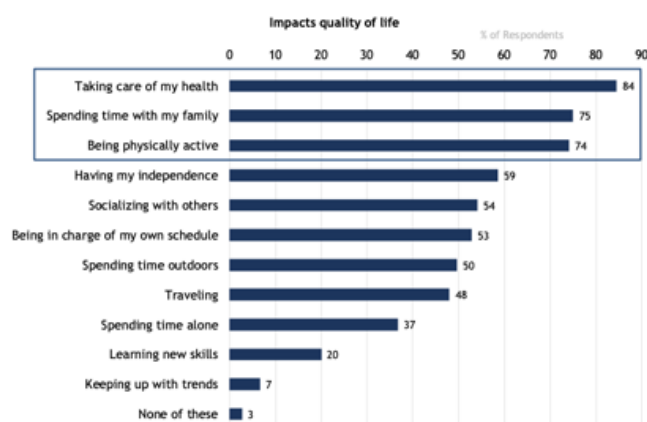
3 Fast Facts About This Audience:

1. **Health Is Top Of Mind:** 84% of seniors say taking care of their health is about maintaining their quality of life.
2. **Seniors Are Optimistic:** 71% of seniors are optimistic about their futures, so messaging should be positive and empowering.
3. **Seniors Prefer Legacy Brands:** 70% of seniors like to do business with older, bigger brands. Legacy is a challenge for a new brand, establishing a new category.



MAINTAINING QUALITY OF LIFE AT HOME:

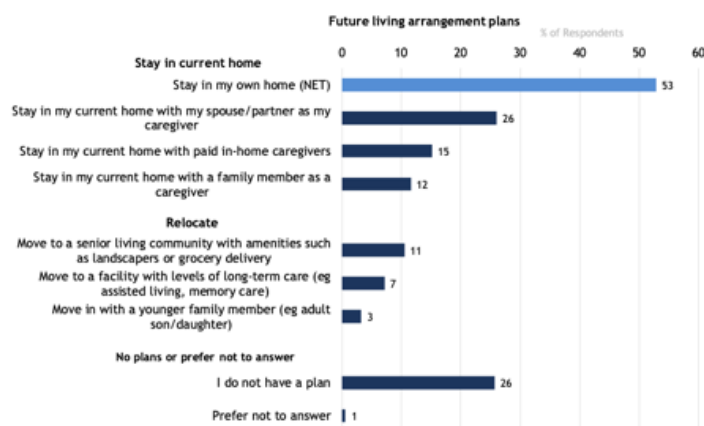
▶ WHAT HAS THE MOST IMPACT ON MAINTAINING QUALITY OF LIFE?



Base: 560 internet users aged 65+

Source: Kantar Profiles/Mintel, February 2022

▶ WHAT ARE YOUR FUTURE LIVING ARRANGEMENT PLANS?



Base: 560 internet users aged 65+

Source: Kantar Profiles/Mintel, February 2022



STAYING AT HOME:

- ▶ Homeowners generally want to stay in their residences and communities as they age; only 29% said they plan to relocate to another community.
 - ▶ The AARP survey found that 80% of respondents over 50 own their home and 51% have no mortgage.
 - ▶ 49% of retirees didn't downsize in their last move, 30% ended up moving into larger homes. (Merrill Lynch & Age Wave n.3,600)
 - ▶ 22% of 50-60yo, are looking to move to bigger homes; 43% want to remain in their existing home. (Del Webb)
 - ▶ The average hospital cost for a fall injury is \$35,000 and the costs of treating fall injuries goes up with age. (Cost of Falls)



SAFETY AT HOME:

- ▶ Falls are a leading cause of hospitalization and institutionalization for older adults in the U.S. and despite fall prevention efforts, falls are increasing annually.
 - ▶ More than a quarter of Americans age 65+ falls each year.
 - ▶ Falls result in more than 3 million injuries treated in emergency departments annually, including over 800,000 hospitalizations.
 - ▶ For older adults in the U.S., fall death rates went up by 30% from 2007-2016, and researchers predict there will be 7 deadly falls every hour by 2030.
 - ▶ People with mild hearing loss are nearly three times as likely to fall.



COMPETITOR POSITIONING:

- ▶ Trust, stability and legacy are important values for this audience. (*Seniors Prefer Legacy Brands*)
- ▶ These messages are critical to our competitors:



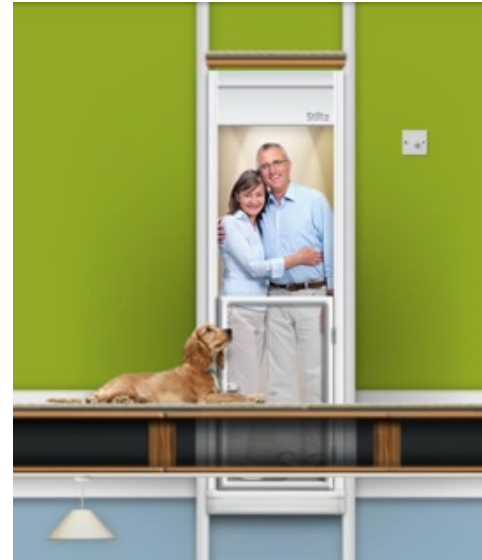
COMPETITIVE ADVANTAGE:

- ▶ Stiltz is quickly becoming a well-established and trusted industry leader in the UK, and is now bringing its elegant, innovative British engineering to US homeowners.
- ▶ Stiltz has been awarded the prestigious Queen's Award for Enterprise – and proudly counted The Queen as a customer. As part of the future-proofing upgrades at The Queen's own private residence, Stiltz have installed an elegant and reliable home elevator – a sign of superior quality, safety and style that is literally fit for Royalty.
- ▶ Stiltz are renowned for ingenuity and innovation, and unlike elevators from other manufacturers, Stiltz solutions have been specifically developed for home use.
- ▶ The ingenious design drives flexibility of placement, so a Stiltz home elevator can be simply and cost-effectively installed in more places in your home, without the need for extensive remodeling.
- ▶ A Stiltz through-floor home elevator comes in two-person, three-person, and wheelchair-accessible models, to efficiently and stylishly suit your circumstances.
- ▶ In further evidence to the safety and security of a Stiltz home elevator, Stiltz is a proud recipient of the Advanced Contractors Health and Safety Assessment Scheme (CHAS) accreditation.
- ▶ A Stiltz home elevator has none of the stairlift stigma and can even add value to your home.



USP:

- ▶ *A Stiltz home elevator is the most elegant, efficient and ingenious way to cost-effectively and unobtrusively future-proof your home for enhanced mobility, effortlessly moving you between floors, so you can keep enjoying it to the full.*



REASONS TO BELIEVE:

- ▶ We're democratizing the home elevator. Your Stiltz home elevator is far cheaper and less disruptive than moving home, or remodeling to move your bathrooms and bedrooms to accommodate your declining mobility.
- ▶ A Stiltz home elevator is far more elegant and less obtrusive than a stairlift, comes with none of the stigma, and unlike a stairlift, a Stiltz home elevator will actually add value to your home.
- ▶ A Stiltz home elevator has one of the smallest footprints of any residential elevator available and takes up less than 7 sq. ft.
- ▶ Its elegant frame can be placed at any angle and the remarkably small footprint means there are almost limitless spaces where your in-home elevator can be installed.
- ▶ Our elevators are amongst the quietest available. Unlike traditional elevators, Stiltz do not use noisy hydraulics or vacuum systems. Our elevators are powered by a quiet, self-contained electric motor, which simply plugs into a regular outlet.
- ▶ Our elevators are quick to install and don't require substantial remodeling. They're made in modular sections, capable of passing through and under standard doorways and ceilings. This means installation takes as little as one day.
- ▶ Installation is carried out by certified technicians you can trust, and our safety and reliability pledge is supported with certificates of inspection.
- ▶ All Stiltz elevators are very energy efficient, using as little electricity as a dishwasher.
- ▶ The ingenious design is entirely self-supporting, which eliminates the need for load bearing walls.
- ▶ Stiltz elevators are elegant and discreet, as all the mechanics are in one place, hidden from view at the top of the elevator.

