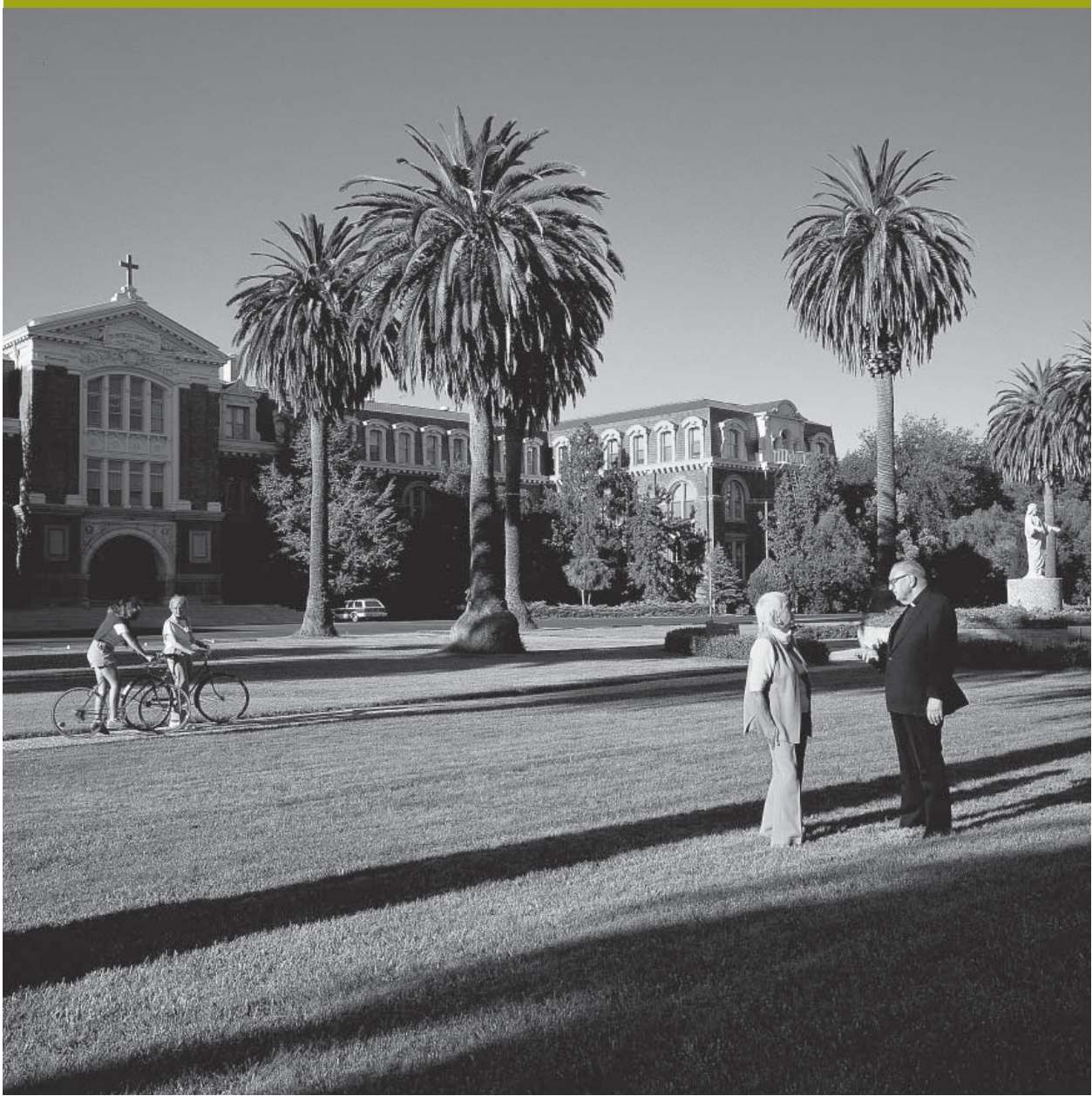


SELLING A PRODUCT YET TO BE



**B**ay Area Catholic Homes (BACH) was established to develop a special form of senior housing known as *continuing care retirement communities* (CCRCs), which are residential and healthcare facilities with a continuum of services, from independent living to full-service nursing care. Beginning in 1984, Fern Tiger Associates helped market the planned, but not-yet-built Saint Patrick's Park, to be located on the grounds of a century-old seminary. Accustomed to documentary-style photography and to hearing from real constituents, FTA was challenged because Saint Patrick's Park had nothing yet to document. To fill the information gap, the firm interviewed dozens of local seniors, residing at other CCRCs and those living in their own homes. This research allowed FTA to narrow in on concerns that potential residents of Saint Patrick's Park might have.

FTA photographed at existing facilities and, for the first time, "staged" photo shoots, using amateur actors from a local senior theater troupe to pose in settings reflective of what Saint Patrick's Park would be. The photos captured images of retirement living at its best – outdoor strolls, visits from grandchildren, and time socializing with friends. To dispel concerns that the arrangement would mean a major shift in residents' lives and to position Saint Patrick's Park as part of a healthy continuum, all materials carried the tagline: "A tradition continues."

*Marketing for Saint Patrick's Park was successful and future residents waited eagerly for construction and move-in. But that was not to be. Local homeowner associations developed a ballot initiative to prevent construction, citing increased traffic as an obstruction to their quality of life. Years later the site was developed as large single-family homes, whose per capita use of automobiles far outweighs the number of cars used by seniors.*



*Created by Catholic Charities, BAY AREA CATHOLIC HOMES planned to offer comprehensive services and housing for seniors in cities around the Bay Area.*