



BEZTAK Companies

Real Estate Development, Construction, Management, Financing & Investments

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FOR IMMEDIATE RELEASE

BEZTAK ANNOUNCES TWO ASPECT MARKETING & ADVERTISING AWARD WINS

Farmington Hills, MI. Feb. 26, 2025 – [Beztak](#) announced today that its luxury senior living division has received first place for two Aspect Marketing & Advertising Awards. The awards were in the Multimedia Campaign category for the All Seasons brand, and the Brand Launch category for Beztak's luxury 55+ community, the Enclave.

The awards, known to feature the industry's best examples of marketing and advertising, honor projects and campaigns that showcase the industry, their customers, employees, and services they provide.

"It's a tremendous honor to be recognized by the Aspect Awards," said Jason Kohler, Executive Vice President of Senior Living at Beztak. "For over 15 years, Beztak has been at the forefront of innovation in the senior living industry. The brand launch for The Enclave and "For the Joys" campaign both were created to reshape the conversation around senior living."

The messaging of the For the Joys campaign built off of the Aspect Award winning campaign from 2024 for print advertising and mailers, and applying the philosophy of showcasing a variety of events, themes, and people; emphasizing imagery with seniors having fun, promoting the stress-free and active lifestyle benefits that All Seasons provides.

The Enclave brand was launched in early 2024, and introduces a new level of luxury living for 55+ in downtown Birmingham, MI. The branding of The Enclave captures the modern sophistication of the community the building would be a part of, which is reflected in the color palette, font choice, and logo, and brought to life in the photography which is used throughout the marketing materials.

Materials used for both awards were created in partnership with Lloyd Waters & Associates.

For more information, visit www.beztak.com

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About Beztak



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For more than 70 years, Beztak has developed, built, managed, and invested in luxury residential, senior living, commercial and industrial real estate throughout the United States. Today, Beztak owns and manages a diverse portfolio of multi-family residential and senior living real estate, offering comprehensive and customizable fee-based property management services for companies seeking to generate higher revenues from their assets while improving overall performance. Beztak continues to develop and construct new properties around the country, as well as renovate existing properties to add value or reposition them in the market. For more information, visit <http://beztak.com/>.