

Case study

Signature Senior Lifestyle

Challenge

The 'Assisted Living for the Elderly' market is young but fast growing, and Signature is a relatively new player. The company is positioned at the top-end of the market competing directly with market leaders, Sunrise Senior Living and BUPA. One of the company's key challenges is obtaining sites in key locations, often in direct competition with more established players.

Solution

Signature turned to Response, the agency that was largely responsible for establishing the Sunrise brand within the UK market. With our knowledge of the market and the key media, we developed a press advertising campaign to build the Signature brand and create site opportunities.

Our approach recognised that the criteria for potential sites are driven by the demands of the eventual residents. Consequently we featured elderly individuals as the ultimate arbiters of site selection (as opposed to Signature or the planning authorities) giving them an active, choosing role in deciding whether a site is good enough.

Results

The resulting campaign is impactful and distinctive. Responses even at this early stage have been excellent. The client is confident he has a campaign that will allow him to build his brand, grow his market share and take on the market leader.



The fastest, best return for your site is in Olive's hands.

Does your site meet the criteria of our care home residents? The needs of people like Olive drive the decisions we make. She, like all of our prospective residents, demands a quality location in a well regarded town.

Our care home sites need to be at least an acre in size and in a prominent location with passing traffic, not tucked away and difficult to find. Signature generates competitive land values for these sites.

Serving the growing need to care for the elderly with our C2 planning-use developments can make us popular with local authorities too. If you think your site would satisfy Olive, contact us for a quick decision. We pay 3% commission on introductions.

For a fast decision contact
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