

# New Pond Village

CASE STUDY

## CHALLENGE/OBJECTIVE

New Pond Village, a continuing care retirement community (CCRC) in Walpole, Mass., needed new brand messaging and marketing tactics to increase brand awareness and generate leads in the MetroWest market. While also providing Assisted Living and Mind & Memory Care, New Pond Village was particularly focused on Independent Living move-ins.

## STRATEGY

Responding to market research, campaign messaging would be crafted to have a strong tie-in with the local community while highlighting the value of New Pond Village's Lifecare contract and the unique selling proposition of the community. New Pond Village would be positioned as high-quality and vibrant, with messaging targeted to both prospective Independent Living residents and the adult children involved in the decision-making process. The primary goal was generating prospect tours, as on-site visits have the highest rate of sales.

## CREATIVE

Our campaign creative development focused on local places and events that would resonate with prospective residents and the deep connection they have with their community and region. The result: Pride Lives Here. Messaging and imagery focused on time-honored regional vacation spots, historical Boston metro events and popular New England sports teams.

## MEDIA TACTICS

Media focused on PPC, programmatic display, social media (primarily Facebook), email marketing and direct mail. Prospects were invited on campus for a series of events that included summer barbecues, a meet and greet with members of the New England Patriots alumni, cooking demonstrations and informative sessions with financial planners.

## »» WHAT THIS MEANS FOR YOU

The Senior Living space is flooded with similar looking messages and imagery. The "Pride Lives Here" campaign stood out in a crowded market place with an authentic tone and narrative of events that were unique to this localized population. The benefit of this differentiation was not only reflected in the campaign performance, but with the internal community audience, as well.

A Lifecare Community | Independent Living | Assisted Living | Memory Care



### Proud to call New Pond Village home.

New Pond Village's Independent Living community was created for seniors looking to socialize, stay engaged and who no longer want the worry of owning a home. Enjoy a hassle-free life in a picturesque and safe setting.

Welcome home to New Pond Village, Walpole's only Lifecare retirement community. Come see our new apartments and explore a better way of life.

Openings Available  
PrideLivesHere.com  
508.433.3578

**NEW POND VILLAGE**  
A Benchmark Signature Living Community

New Pond Village | 180 Main Street | Walpole, MA




4:38

Search Facebook

New Pond Village  
Sponsored

Experience the New Pond Village lifestyle – active residents and a friendly atmosphere surrounded by natural beauty.



Welcome to New Pond Village

A great place to call home. Contact Us

Like Comment Share



### 11 Senior Living FAQs

No longer want to care for a home? A Continuing Care Retirement Community may work for you.

Learn More  
NewPondVillage.com

**NEW POND VILLAGE**  
A Benchmark Signature Living Community



When the time comes do you know your options?



You sat in Cape Cod summer traffic.

You survived the curse.

You walked home in the blizzard of '78.

Pride lives here  
A Lifecare Community | Independent Living | Assisted Living | Memory Care

**NEW POND VILLAGE**  
A Benchmark Signature Living Community  
Schedule a Tour  
A Lifecare Community | Independent Living | Assisted Living | Memory Care

32%

Increase in Tour Inquiries

5%

Increase in Residency

550%

Increase in Web Sessions

## RESULTS

The number of inquiries to tour New Pond Village went up 32% in 2019 and eventually led to a 5% increase of residents who moved in after taking a tour. Bi-monthly sessions on the website increased by 550% in eight months. (1,979 on Feb. 28 to 12,689 on Oct. 31)



EVRADVERTISING.COM

155 Dow Street, Suite 300  
Manchester, NH