# New Pond Village



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You

survived

the curse.

You sat in

Cape Cod

summer traffic.

#### 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

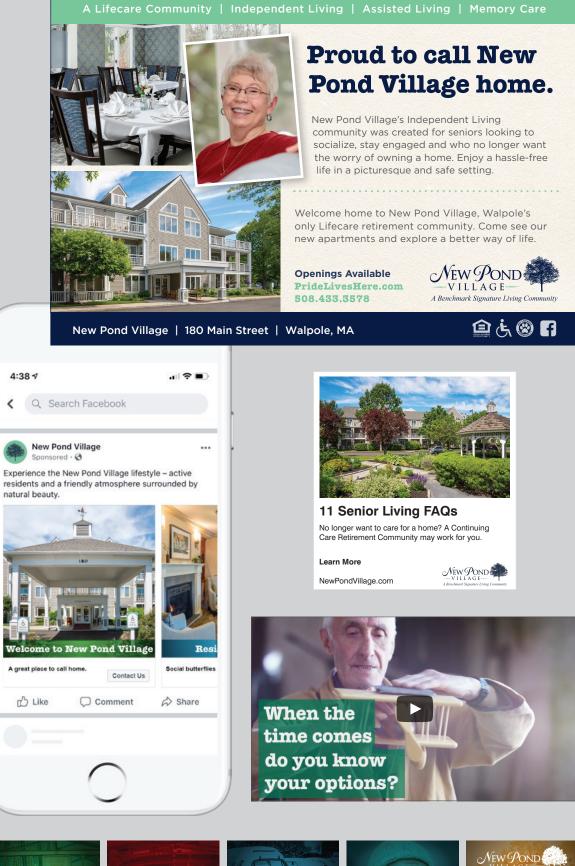
Our campaign creative development focused on local places and events that would resonate with prospective residents and the deep connection they have with their community and region. The result: Pride Lives Here. Messaging and imagery focused on time-honored regional vacation spots, historical Boston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



You walked

home in the

blizzard of '78



**Pride lives here** 



Increase in Tour Inquiries

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)



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