

The Greens / Assisted Living & Rehabilitation

Healthcare / INDUSTRY

Wilton & Greenwich, CT / LOCATION

Ron Bucci / EXECUTIVE DIRECTOR

BUSINESS IMPACT

100% Resident Capacity Achieved

The Greens maintained full room occupancy throughout the entire year with Hearst CT's multifaceted media campaign as the primary driving force.

\$250K+ in Long-Term Care Revenue

Hearst CT's creative messaging and reach delivered a significant revenue increase for The Greens' assisted living rehabilitation facility.

OVERVIEW

Business Challenge

The Greens' healthcare center and senior living communities spanning 15+ acres of beautiful campus, has provided compassionate care to residents and rehabilitation patients for several decades. Over that time, occupancy rates across its 345 rooms and 3 facilities flourished. However, a recent influx of competition, some just two miles away, and a growing trend of seniors finding comfort by moving into their children's homes have led to more vacancies. To overcome this trend and its increasing competition, The Greens needed a new strategy highlighting its unique services and extraordinary level of care.

Campaign Strategy

Hearst CT captured the heart of The Greens' resident experience in a compelling campaign tailored to its target Fairfield Gold Coast clientele. To break through to a reluctant senior population, messaging consistently emphasized key themes, including, comfort, community and personal fulfillment. As this generation's primary source of information, Hearst CT's news portfolio delivered these themes with ads showcasing The Greens' picturesque campus and diverse activities. Sequenced direct mail invitations to exclusive introductory dinners added frequency and urgency to the overall campaign.

PRODUCTS

PRINT
ADVERTISINGNEWS SITE
DISPLAYAUDIENCE EXT.
DISPLAYDIRECT
MAIL

CAMPAIGN ELEMENTS



Print Advertising

Heartfelt and welcoming print ads featured The Greens' intimate community setting and social enrichment activities. The ads ran in Hearst CT's portfolio of daily and weekly newspapers, including Greenwich Time and Darien News. For decades, the care centers' ideal clientele have relied on these community papers for local news and information. The ads invited prospective residents to schedule personalized tours and attend inspiring workshops, so they could gain comfort and appreciation for the fulfilling lifestyle they could enjoy.

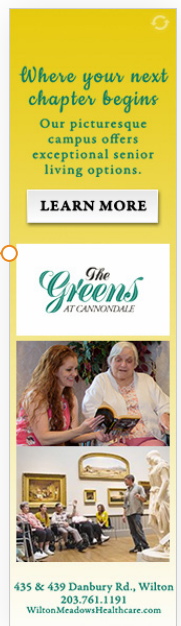
Audience Extension Display

Hearst CT expanded the display campaign's reach by distributing News Site ads to a premier network of partner websites. The ads targeted online consumers based on their demographics and browsing history, including visits to assisted living and long-term care websites.



News Site Display

Eye-catching display ads used consistent messaging from the print ads to build continuity and brand recall with The Greens' audience. Compelling visuals created a sense of home and family using imagery of residents joining in communal activities.



Direct Mail

A direct mail invitation to an exclusive senior care planning dinner welcomed local families to experience The Greens' warm community and staff first-hand. The invitation reached select Fairfield County residents based on key factors like zip code, age, and income.



“We have Hearst to thank for the major difference in the attendance at our events and the number of new residents moving in! We could not have done it without their creativity and fantastic service.”

RON BUCCI | Executive Director