

**Challenge**

The Goodman Group is an established developer and provider of 'senior living, health care and residential communities' with in the USA. The company took the decision recently to enter the highly competitive UK market under the trading name of 'Gracious Living'. With no profile in the UK, the Goodman Group appointed Command D & Response to plan and manage their launch.

**Solution**

The first step has been to find the right sites to locate their developments, and these sites are hard to come by and always in demand from more established competitors. Under the campaign theme of 'We're committed to the highest quality of senior care. And that includes the sites we buy', we planned and delivered a press advertising campaign in the key media and built a website to manage the responses to the advertising. The company used its 45 years of experience in the USA to build confidence with agents and local authorities.

**Results**

Offers of land opportunities have been strong since the campaign broke, discussions have been held and a number of formal offers have already been made.

