

**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 Command D, 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.

