

case study:
Castle Communities

EASTCASTLE PLACE, INC.

NEWCASTLE PLACE, INC.



Eastcastle Place and Newcastle Place

Senior retirement communities offering a full continuum of care including independent living, assisted living, memory support, rehabilitation and skilled nursing.

it's about them: Seniors 75 years of age and older with household income greater than \$60,000 in selected Wisconsin zip codes.

the product: Senior living communities located in urban Milwaukee's east side and rural Mequon, Wisconsin.

our solution: Personal stories shared by residents educating the audience on "why they made the move" to local independent retirement communities. Poignant stories written from their point-of-view addressed common questions and objections on moving to an independent senior living community. Secure, postage paid business reply cards were attached for audience response. Local newspaper placements complimented direct mail pieces for additional exposure.



it's about them