

case study:
Newcastle Place



Newcastle Place

A full continuum-of-care senior retirement community.

it's about them: Adult children of seniors in need of care.

the product: Assisted living apartments and services.

our solution: A "Signs" campaign educating the audience about recognizing when their loved ones need assistance. Local media placements and direct mail pieces dropped before the holidays kept the message fresh in the audience's minds before visiting family. The award-winning campaign delivered leads and filled census within two months of its inception.



it's about them