

\$25M new wing to premium aged care facility sells out in 5 months

Somercare is a premium aged care resort on the Mornington Peninsula.

In early 2015, Somercare expanded with a \$25 million new development and extension to the facility, with 30 new state-of-the-art rooms and additional kitchen, restaurant and recreation facilities to cater for the increase in permanent clients.

In tight collaboration with the owners of Somercare, we created an advertising and communications strategy to fill these 30 new rooms using a very efficient budget – the strategy was

significantly different from the big players with deep pockets in this marketplace.

With a price averaging \$550,000 a room, married with complex governmental rules, allowances and pension offsets etc, we set an initial goal to achieve this within a 12 month timeframe.

An integrated campaign showcasing the new facility across out of home, digital, press and locally activated campaigns, created a big win for Somercare – and all 30 rooms were sold within 5 months – with a waiting list.



CLIENT	SOMERCARE
INDUSTRY	AGED CARE / RETIREMENT
BRIEF	ADVERTISING / WEBSITE / CAMPAIGN

KEY OUTCOME
SOLD
30 NEW DESIGNER ROOMS

KEY OUTCOME
98%
OCCUPANCY RATES
MAINTAINED LAST 12 MONTHS