



# Glimpse Case Study

## Using Innovative Research To Help Build the Largest Senior Living Brand in the United States—From Scratch!

A few years ago, an extremely successful organization started building, acquiring, and improving a network of luxury senior living facilities across the American midwest. Now their newly hired CMO understood that the organization was at a turning point: It was time to invest in building a brand that was greater than a mere collection of real estate assets.

### Client Challenge

The client organization needed to investigate some foundational questions, and quickly. For instance:

- What do new generations of seniors most care about most when it comes to senior living?
- How do they imagine their lives as they age?
- How do they research and shop for senior living communities?
- What role do their children typically play in the decision making process?

The client wanted to listen to the voices of thousands of seniors across the midwest but particularly within a core range of midwestern cities they were targeting.

The brand new CMO was tasked with a huge responsibility by the CEO and the board.

### Glimpse Solution

The client organization launched a series of several studies with Glimpse over the course of more than a year. Here are some examples:

- Studies targeting particular midwestern cities to uncover local hopes and concerns about senior living
- Studies targeting the entire midwest to better understand what seniors and their children value about senior living communities
- Studies designed to test new advertising concepts, storyboards, and content, in advance of a 2024 advertising blitz
- An agile brand tracker to test awareness, brand attributes, sentiment and more on a periodic basis

The decision to move into a senior living community is a weighty one, and the CMO knew that capturing the top-of-mind awareness, emotion, and sentiment of representative respondents would be essential. She's tried lots of survey platforms and understood that asking questions like this one—and then instantly analyzing responses for themes, positive and negative stories, and key messaging—would be difficult without using Glimpse:

17. Pause for a moment and visualize an image of yourself happily living in a senior living community as you age. What do you see?

Base size	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
41	22. Enjoying my beautiful surroundings, people talking and laughing. Doing activities both inside and out. Dancing and music	23. Amenities included in cost.	24. Bright, roomy, easy to get around housing. Ample physical and other participation activities. Transportation services to fit my needs. On site basic health services. Friendly and helpful staff. Nice, friendly neighborhood.	25. Still in good health and able to do most of what I want. Private time when wanted yet have other relatively energetic people around d	26. A pleasant atmosphere. Friendly staff and residents. Wellness to help.			
	My Beautiful Surroundings Activities Music Dancing People	Amenities Cost	Housing Transportation Services Friendly Neighborhood Transportation Helpful Staff My Needs Friendly And Site Physical And Other Participation Activities Nice Basic Health Services	Time Other Relatively Energetic People People Good Health Private Time	Residents Wellness Staff Pleasant Atmosphere Help			
	confident	hopeful	optimistic	optimistic	hopeful			
	positive	positive	positive	positive	positive			

The CMO gets vital feedback from Glimpse about newsworthy views of different segments of seniors:

Newsworthy Ideas

Previous (1)

Analysis type

broad

in-depth

Data to generate

Newsworthy Ideas

GENERATE!

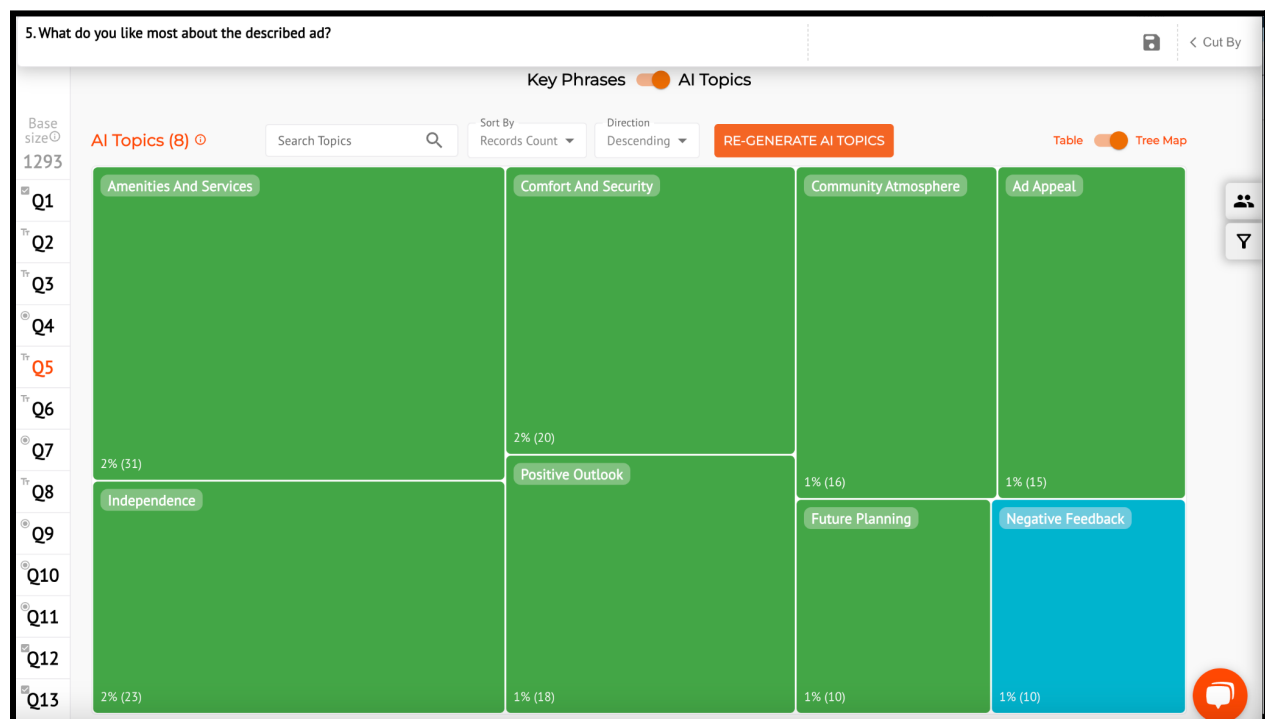
Newsworthy Ideas:

1. The ad appeals to seniors' desire for independence and control over their lifestyle.
2. The community's range of amenities and activities is a significant draw.
3. The availability of support services, including physical therapy and skilled nursing, is appreciated.
4. The ad's positive tone and emphasis on vibrant living resonates with the audience.
5. The concept of 'aging in place' - being able to stay in the same community as needs change - is attractive.
6. The allowance of pets in the community is a notable feature.
7. The ad's detailed description helps potential residents visualize the community.
8. The ad's portrayal of an active, fulfilling retirement life is appealing.
9. The affordability of such communities is a concern for some respondents.
10. Some respondents expressed skepticism about whether the community would live up to its promises.

Best Supporting Answers:

1. "It describes what can be expected at these communities."
2. "The thought to plan and pick how you want to age."
3. "That it gives the seniors more than just a place to stay, it offers mental and physical activities, and memory support all vital to making a senior feel comfortable."
4. "The implication that people live in their own home so if a pandemic occurs again, you won't be forced to stay in your apartment like they did to seniors the last time."
5. "When needs change a person does not have to totally move out of the facility."
6. "I'm 70 years old and I too am aware of this discussion going on every where I go. No one knows the age when assistance is needed, we just know it's coming. I don't feel this a negative topic only realistic."
7. "Different type of retirement community, with different attitudes towards seniors."
8. "That it promotes keeping your independence and fulfilling your dreams."
9. "The ad addressed you have about staying independent as you age."
10. "I like that the ad shows that LEC is vibrant, not simply a place that warehouses older people."

And is able to instantly recognize and then categorize important themes with the help of generative AI:



## Outcomes

The CMO regularly brings research findings and resulting insights to the CEO and the board, and the branding strategy is beginning to take off as a result.

The series of studies completed with the Glimpse platform is now helping shape:

- The overall communications and marketing strategy
- Choices of ad concepts and content, as well as target audiences and channels
- investments in the senior living facilities
- Decisions about acquisition and regional expansion