

HOW BIG BUZZ RENAMED AND REBRANDED A 60-LOCATION SENIOR LIVING OPERATOR



About the Client

Sinceri Senior Living, formerly known as JEA Senior Living, is a premier, progressive senior living management company with over 35 years of experience, operating communities all across the United States of America. With services including independent living, assisted living, and even specialized memory care, community care teams manage all levels of care, allowing residents to age in place.

The Challenge

JEA Senior Living called upon Big Buzz to assist with a comprehensive and monumental rebrand including an entirely new name. After nearly 40 years of operation, the organization's leadership team aimed to recalibrate its messaging, communications and overall presence in the industry. It was important that the new branding reflected the strengths and differentiating factors of its current iteration to showcase its strong suits and emphasize its superiority in the marketplace.

The Solution

The Big Buzz team has considerable experience with full-scale rebranding and has developed proven, replicable processes to ensure consistent success. The agency began by conducting extensive voice-of-the-customer surveys to determine the organization's distinct selling points in the words of its most loyal resident families. Big Buzz also collaborated with the organization to conduct employee surveys to further elucidate its differentiating factors. The survey data was analyzed and used as the foundation for the new brand messaging, including the brand essence, the positioning statement and three unique differentiators. These elements became the cornerstone of the organization's new communications, fostering consistency among marketing assets and a showcasing of the elements that made it the most favorable among its best clientele.

The Story



We surveyed hundreds of team members, residents and family members to uncover our story.

Positioning Statement

We are a senior living provider specializing in independent living, assisted living and memory care that fosters deep bonds between those that live and work in our communities, *just like family.*



To develop the organization's new name, Big Buzz conducted several brainstorm sessions with its executive team and brand ambassadors to identify the words, thoughts and concepts that would best guide the naming process. Next, the Big Buzz team employed their marketing expertise to generate a list of potential names in four categories: functional, personal, brand core/generic, and brand core/evocative. A strong brand core/evocative name evokes an emotion, ties back to the differentiators for which the organization is best known and truly edges out the competition. Over 300 names were considered, each thoroughly vetted by Big Buzz for memorability, resonance with the brand, availability and potential conflicts. Ultimately, the brand core/evocative name Sincerity was chosen, a reflection of the organization's sincere and genuine nature.

LOGO SKETCHES



BLACK & WHITE LOGO OPTIONS



FINAL LOGO AND COLORS



With the new brand and logo came the need to update the company's corporate and community-based marketing materials. Big Buzz created dozens of assets for the client, including business cards, letterhead, envelopes, print ads, digital ads, brochures, folders, booklets, inserts, among many others.

WELCOME TO THE FAMILY

We are a senior living provider specializing in independent living, assisted living and memory care that fosters deep bonds between those that live and work in our communities, just like family.

To learn more about our services, please contact us at: (309) 692-2484
www.sinceriseniorliving.com/grand-view

GRAND VIEW
ALZHEIMER'S SPECIAL CARE CENTER
1820 N University Street
Peoria, IL 61614

Assisted Living and Memory Care

Relationships help define what makes living here so special - relationships with family, our community between residents, among friends and with staff. Quality moments, engaging activities, the best of care, beautiful surroundings and delicious meals are what make up a life well-lived.

We are a senior living provider specializing in independent living, assisted living and memory care that fosters deep bonds between those that live and work in our communities, just like family.

Our Memory Care Service

Our communities are specially designed for those with Alzheimer's disease and related forms of dementia. We offer personalized care based on the individual needs and preferences of each resident, providing a new level of engagement. Life at Sinceri features a variety of amenities including:

- Pre-admission home visit and assessment
- Specially trained staff to assist with daily living skills
- Limited nurse on staff
- An activities program designed for successful engagement
- Regularly scheduled social events with families encouraged to attend
- Three nutritious meals served daily
- Supervised outings to nearby points of interest
- Furnished in-home and nearby housekeeping
- Beautifully landscaped secured courtyards with walking paths
- Electronically monitored security system
- TV and phone outlets in all rooms
- Support groups, educational programs and internal services individualized service plans

Our Commitment

As part of our commitment to honoring our residents and their families, we are dedicated to transcending the status quo in everything we do. The level of knowledge, skill and research that results from our 32+ years of operation allows us to use proven approaches and our leadership steps apply and respond where it comes to safety and effectively integrating new research-based methods.

Our approach, as well as our many years of experience, give us a sense of pride and motivate us to be a valued resource for you and your family.

Assisted Living

Sinceri Senior Living Communities offer engaging and personalized care focused on the uniqueness of each resident and provide services best suited to their individual needs. We offer assistance with activities of daily living such as bathing, dressing and supervision of personal medications. Assisted living also includes:

- Licensed nurse on site
- 24-hour care support
- Care services
- Medication services
- Balanced meals and special diets
- Registered dietitian consultation
- All utilities (phone included)
- Coffee bar/mini available 24/7
- Leisure activities 7 days a week
- Full service laundry room

Why Are We Different?
The Meaningful Moments® Difference

Free decisions made in life are difficult on the decision to place a loved one with dementia in a care home. At Grand View Alzheimer's Special Care Center we understand the challenges and emotions involved and we are here to help.

Our exclusive **Meaningful Moments®** program is specifically designed to help meet the needs of those residents looking for assistance in making the right choice for their loved one. Individualized by finding out their preferences, likes, dislikes and cherished memories.

By adding details and preferences from the resident, we allow us to tailor the care and support and a sense of meaning for our residents individually. The result is a personalized care plan that is truly meaningful to the resident, physically, socially, emotionally and spiritually. It's a promise that comes from the heart.

To learn more or arrange a personalized tour, please call (309) 692-2484.

Free Lunch & Learn
Cognitive Impairment: A Personal Journey
Thursday, July 14, 2016
10am-4pm
Limited Seating Available
Call (309) 692-2484 to reserve a seat.

SINCERI Senior Living

1820 N University Street | Peoria, IL 61614 | (309) 692-2484 | www.sinceriseniorliving.com

Did you know Alzheimer's affects 1 in 3 families?

Alzheimer's takes a devastating toll both on those with the disease and their caregivers, but there is hope. We are dedicated to providing our team with the tools, resources and training they need to forge deep bonds with each other and with residents, so that they can offer a level of care that feels like it's coming from family. We are also dedicated to educating our community so that they have the information needed to make the right decision for their family.

SINCERI Senior Living

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GRAND VIEW
ALZHEIMER'S SPECIAL CARE CENTER

Independent and Assisted Living that Transcend the Status Quo!

Relish in your favorite activities, strengthen your relationships with friends and family, and feel at home without the burden of household responsibilities.

Here, you can experience...

- Elegant Dining
- An Engaged Lifestyle
- Cutting-Edge Technology
- Spacious Campus & Apartments
- Support & Care As Needed
- A Sense of Family and Connection

SINCERI Senior Living

(309) 692-2484
6210 N University Street
Peoria, IL 61614

www.sinceriseniorliving.com

A Community Focused on Family

GRAND VIEW
ALZHEIMER'S SPECIAL CARE CENTER

Memory Care that Transcends the Status Quo

Ask Us About "Meaningful Moments™"

The level of knowledge, data and research that results from our 35+ years of operation has helped us create a dementia care program unlike any other.

We address the unique needs of each resident while honoring their life story and celebrating their individuality.

SINCERI Senior Living

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Happy Holidays from Sinceri Senior Living!

We wish you a safe and joyful holiday season. This time of year is special at Sinceri as we celebrate with those who live and work in our communities.

We welcome you with open arms, just like family.

SINCERI Senior Living

Call to Tour: (309) 692-2484
www.sinceriseniorliving.com/grand-view

Emerge from Winter into a Bright Future with Sinceri Senior Living

As winter transitions into spring, now may be the best time to consider a new living community for you or your loved one. Just like spring, your retirement year offers a bright and hopeful new chapter of life - one that can be fulfilled at Sinceri.

Our programming is designed to accommodate needs of every resident and cultivate meaningful bonds with our staff while maintaining those with loved ones.

SINCERI Senior Living

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Happy Father's Day to the Dads of Every Generation!

Sinceri Senior Living offers independent living, assisted living and memory care with a **Focus on Family!**

Our programming is designed to accommodate needs of every resident and cultivate meaningful bonds with our staff while maintaining those with loved ones.

SINCERI Senior Living

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www.sinceriseniorliving.com/grand-view

WHITETAIL SPRINGS
ALZHEIMER'S SPECIAL CARE CENTER
5412 Found Road
Pittsburgh, PA 15227
(412) 268-1166

Monthly Rates

Monthly charges include all-glass furnished suite, full use of the community and 24-hour care supervised for our professional "Caring Staff"

COMMUNITY LIVING	MONTHLY
Level I	\$500
Level II	\$550
Level III	\$600
Level IV	\$650
Level V	\$695

Private suites are available at an additional charge.
Community fee: \$2000
Respite care is available, please inquire for more information.

SINCERI Senior Living

www.sinceriseniorliving.com

SINCERI Senior Living

Independent Living | Assisted Living | Memory Care

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SINCERI Senior Living

The Results

As of September 1, 2021, JEA Senior Living officially rebranded to Sinceri Senior Living and adopted the brand messaging strategy developed by Big Buzz. The agency assisted Sinceri throughout the entire rollout and announcement process, including video production, website design mockups, revised website copy, internal and external email announcement campaigns, social media posts, and more.

Big Buzz is proud to have assisted this prominent senior living operator with such a large-scale recalibration of messaging and communications. In the time the rebrand took place, the organization acquired 10 properties, continuing to strategize with Big Buzz on how to efficiently fold new locations into the brand to continue to grow and scale.