



Koelsch Communities | Increasing Brand Awareness to Drive Occupancy

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OBJECTIVE

For more than 60 years, [Koelsch Communities](#) has led the industry in independent living, assisted living and memory care. While successful in its multi-state footprint, communities in the Texas market have experienced challenges maintaining healthy census numbers and overarching brand awareness in a crowded senior living market. And then came the Coronavirus.

The COVID-19 pandemic caused significant damage to the senior living industry, and Koelsch's communities were not spared from scrutiny. The entire sector also saw unanticipated resident withdrawals due to fear or distrust.

Pierpont was tasked with enhancing the reputation, awareness, and credibility of Koelsch's DFW Communities through strategic and effective public relations and earned media.

APPROACH

From a vaccine rollout at each community to students reuniting with seniors after one year apart and a parade to celebrate a WWII veteran's 100th birthday, Pierpont created "media moments" to garner positive coverage and drive brand awareness and occupancy for the communities.

RESULTS

Pierpont secured coverage in a variety of media outlets including the Dallas Morning News and affiliate news stations such as ABC, NBC and FOX and CBS. Additionally, the stories were shared across the country, including on Yahoo! and MSN. As a result, Koelsch's Saddle Brook Memory Care experienced a significant spike in census.

In addition to the DFW market, Pierpont provided media relations support for three communities in the Pacific Northwest that recently opened their doors. The extensive media coverage across the country elevated Koelsch Communities' visibility and increased occupancy at every community Pierpont supported. Based on our success in Texas and the Pacific Northwest, Pierpont is now providing public relations support for 16 Koelsch Communities.

