



Case Study: Displays

Willow Valley Welcome Center

THE SITUATION: Willow Valley Retirement Communities is a continuing care retirement community (CCRC) in Lancaster, PA and is home to more than 2300 residents from 37 states. Residents are sophisticated and well-traveled, but the Welcome Center didn't match their profile or expectations.

Willow Valley realized its Welcome Center needed a complete renovation to present a superior first impression on those who had made the trip to find out more about nearby Lancaster, the Willow Valley community as a retirement destination, and what makes it an innovative leader in the category.

THE SOLUTION: The Creating Results team began with in-depth analysis of current and future residents, their needs, desires and aspirations. Recognizing the gradual shift in age that will occur over the next decade, as the Silent Generation is joined by Baby Boomers, we designed a mix of traditional and multimedia displays.

The concept was to make the display area part of the journey Willow Valley residents make to the community. An otherwise typical rectangular room received curved walls. These created a welcoming pathway for visitors, who stop first at an orientation wall illustrating which states are represented at Willow Valley. "The Perfect Union" display allows Newcomers from new states to physically add their state's peg. Maps and photography demonstrate the area's culture and history as well as the proximity to regional east coast attractions.

Multimedia screens line the curved back wall, introducing the broad product offerings, lifestyle, amenities, rich programming and impressive Cultural Center. The Welcome Center now appeals to all five senses. You can see resident artwork or browse books about local authors and painters. Listen to a recent Cultural Center performance. Or, peruse the community Journal that lets residents share experiences they've enjoyed, such as day trips or excursions abroad.

Site plan tables let visitors and counselors work together while touchscreens on adjacent walls allow them to connect a campus location with pictures of the product.

The Welcome Center journey ends at a giant landscape image of one of the community's lakes, viewed through a custom Palladian window (a main element in the community's logo). The display serves as a backdrop for



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snapshots that sales counselors can quickly and easily give the prospects (and print one for their own records). Soon, visitors will be invited to send this image as a postcard to friends and family (electronic or USPS).

THE RESULTS: The Welcome Center has been transformed to match Willow Valley's brand characteristics of innovative leader and dedication to providing a superior environment. Visitors continually comment on the beauty of the space and find the Discovery Room comfortable and easy to navigate.

