

# Baycroft: A retirement home away from home

CLIENTS LEEDS MBA

JILLY LANGLEY, DIRECTOR MBA STUDIO & CAREER AT MEDIACOM LEEDS 11 AUG 2017

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To be honest, I don't feel like I'm in a care home. The décor is ultra-modern and on-trend; there is a cinema, a games room and a nail bar. The lounges are plush and spacious; making it easy to dream of serene evenings spent relaxing with a gin and tonic in hand.

This is the result of more than two years' work by the MediaCom Create team, who were tasked with breathing life into a brand new concept for the UK care home industry. We won

a 15-way national pitch to create a brand that reflected the development of luxury private care homes and villages that offer something new to the market.

Through a heavy insight strategy we developed a real understanding of the market and target audience. In turn, we created the brand, Baycroft.

The people behind Baycroft believe that UK seniors should not compromise their standard of living just because they have reached a certain age. Their target audience have become accustomed to living comfortable lives, dining in the best restaurants and enjoying their lifestyles. Thus, instead of residents having to compromise their standard of living, Baycroft offers a way to continue this: providing high-quality personal care in fantastic living environments.

Today marks the soft launch of the first care home in Orpington, Kent. I spent last night enjoying wine tasting and canapés, before enjoying food designed by their very own chef (who has come from a Michelin starred restaurant, no less). Every member of staff has been carefully handpicked, and each one of them already lives and breathes the brand.

I'm happy and relieved to see that the concept we talked about so many months ago has come to fruition. Seeing the brand we worked so hard to create is a real treat.

With 10 further care homes and senior villages in planning, our work with Baycroft is by no means over. We can now support them with marketing their brand across each of their new locations, providing the collateral required to ensure that the brand identity lives throughout the residents' experience.

It's safe to say that if I'm lucky enough to end up in a care home like this, I will have absolutely no complaints.

*To see for yourself what Baycroft have to offer, visit their [website](#).*

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