



# renew<sup>™</sup>

senior communities



Brand Bible

# You can never have too many experiences of a lifetime.

At Renew, we believe that experiences are the source of life, and the more active, engaging, and inspiring they are, the more worthwhile life becomes.

We know that every one of our residents deserves to live a healthy, happy, and purposeful life. It's why we pack as many meaningful experiences into each day as possible for both our residents and their families.

This guide was created to give you insight into our unique approach to senior care and how we plan to revolutionize the industry.



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A printable version of our brand on a page document





# The insights

# Insight Bedrock

The important forward-looking insights underpinning all our brand elements. They provide context and inspire our choices.

## CULTURAL ASPIRATION

The Silver Tsunami is coming. Our elders will no longer stand being a neglected (at best) and forgotten (at worst) demographic in our culture.

Old off-target stereotypes will not be tolerated.

They want to be treated as individuals.

They will refuse to be dehumanized.

High expectations for what “living” looks and feels like.

## ADVOCATE MOTIVATION

Life is meant to be lived; every moment is an opportunity to be happy .

Freedom and contribution are the core desires/motivations that give a person meaning (happiness).

We will do whatever we can to hold on to these for as long as we can.

If lost, we look for ways to recapture it.

## CATEGORY INERTIA

Commodification of the industry is rooted in a focus on real estate, number of amenities, and medical acts.

While individual brands/organizations in the category are trying to break-free of the stereotype “smelly old folks home where people die”, for many it is like turning the Titanic.

Ideas are incongruent with reality - lip service vs. action.

## BRAND UTILITY

Experiences are the key to a happy and healthy life.

Senior living is an art form based on what makes each individual come alive in their later years.

Vibrant, active, encouraging, empowering - actions over words - are the secret sauce.

# Understanding where we're going

Our today > tomorrow framework

Why	<h2>Why is this happening?</h2> <p>Industry organizations are too large to integrate good ideas throughout their company. Further, much of the Innovation is stale and slow. Only incremental. None of the companies are making truly creative leaps. The elderly consumer is poorly marketed to and quite misunderstood. Players in the industry are traditionalists and have habitualized what they've always done. Industry players are pursuing financial rewards and efficiencies as opposed to making something that customers love.</p>	<h2>Where's the opportunity for this to go?</h2> <p><b>Pessimistically:</b> The industry continues to go toward incremental innovation, not radical innovation. The industry continues to believe that building nicer buildings is the answer. They also continue to fail to meet the emotional needs of the adult children and the grandchildren.</p> <p><b>Optimistically:</b> old senior living executives will retire and give way to younger, more innovative entrepreneurs who bring in better ideas about how to design properly, with the customer in mind.</p>
	<h2>What is happening today?</h2> <p>Commodification/generification/homogenization of alf and mc. 9 out of 10 people do not want to move out of their homes into assisted living. 60% of residents never receive visits from Family. Adult children feel a tremendous sense of guilt when placing parents into senior living. Grandchildren do not like visiting grandparents due to the dullness of the environment. The category is real estate focused rather than people focused, they give lip service to people/resident centered. Experience economy, things aren't as important as experiences and the people you spend them with.</p>	<h2>What does this mean for us tomorrow?</h2> <p>We need to dramatically improve the senior living offering. We need to experientialize it. We need to build something that is aspirational. We believe this will result in a greater proportion of people wanting to move into assisted living, not just needing to do it.</p>
Today		Tomorrow



The brand on a page

# The brand on a page

OUR BRAND PERSONA:

The Big-Hearted Iconoclast

OUR BRAND ADVOCATE:

The Life Savorer

OUR PURPOSE:

We exist to  
experientialize  
the senior life

MISSION #1

Prove it!

Demonstrate that  
experiences integrated  
into everyday life  
make the difference

MISSION #2

MISSION #3

OUR VISION:

A world where  
everyone is  
happy until the  
day they die

HOW:

We create unexpected living experiences for seniors to help them come alive

EXPERIENTIALIZE IT

CREATE MEANINGFUL  
CONNECTIONS

BE BETTER TOGETHER

LEAVE A LEGACY



A photograph of two elderly women embracing and laughing joyfully. The woman on the left is wearing a patterned top, and the woman on the right is wearing a light-colored top. They are both smiling broadly, showing their teeth. The background is slightly blurred, suggesting an outdoor setting. The entire image is overlaid with a semi-transparent dark blue filter.

Renew's unique offering

Our unique offering:

A life filled with the experiences  
that make growing old a happy,  
healthy, and enjoyable journey.



A close-up photograph of a person's hands gently holding a small plant with dark soil. The person is wearing a light-colored, ribbed sweater. The background is blurred, showing more of the same plants. The entire image has a warm, olive-green tint.

# Our Purpose & Vision

Our purpose:

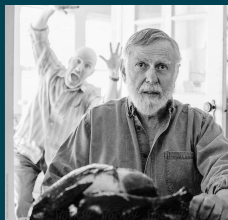
**We exist to experientialize  
the senior life.**



Our vision:

A world where everyone is  
happy until the day they die.





OUR VISION:  
A world where  
everyone is happy  
until the day  
they die.





Our brand persona



# The foundation of our brand persona

Our driving force and our archetypes guide the formation of our brand persona

OUR DRIVING FORCE:

Find a  
Better Way

OUR PRIMARY ARCHETYPE:

The Explorer

An adventurous spirit,  
who embraces freedom,  
seeks new ideas that push  
the boundaries.

OUR SECONDARY ARCHETYPE:

The Hero

A fearless idealist with  
a generous spirit who is  
passionate about making  
people's lives better.



Our brand persona

# The big-hearted iconoclast.

A passionate change-agent that's driven by a deep desire to help others by making the world a better place.





Our role

Our role:

Create unexpected  
living experiences that  
help seniors come alive



A photograph of a person's hands gently holding a small plant with dark soil. The image is covered with a semi-transparent olive-green filter. The text "Our principles" is centered in white.

# Our principles

The principles we live by:

# Experientialize it

As we get older we become hyper-aware of the limited time we have remaining. At Renew we believe it's important to make the most of this time, which is why experiences are at the core of everything we do. The more we can be engaged in life, enjoying our passions and dabbling in the unexpected and novel, the more likely we are to be happy and healthy as we advance in age.

The principles we live by:

# Create meaningful connections

As time becomes condensed, relationships become ever more important and meaningful to our human experience; status and possessions diminish in importance when compared to the value of maintaining connections or reconnecting with our loved ones. So we're taking assisted living environments and reimagining them as social community hubs. Because at Renew we believe one of our most important jobs/opportunities is to create the space and activities that bring families, friends, and the community together.

The principles we live by:

# Be better together

We aim to transform the senior living industry. We cannot do this alone. By curating a collection of relationships in the community, and both inside and outside our industry, we believe we can innovate the way we all experience and treat our elders. Through inspiring volunteerism and a commitment to social contribution, our communities will grow, expand and be better equipped to achieve a collective vision of growth and prosperity.

The principles we live by:

# Leave a legacy

We want to make a lasting social contribution. To do this, we must become citizen scientists dedicated to innovation. By embracing new approaches and ideas, we will uncover the information and insights that will empower future generations to combat the physical and mental decline that are currently synonymous with old age.





# The Brand Advocate & Brand User

# Our brand advocate: a shared mentality

To be a consumer driven brand, we must become consumer evangelists. It's our role to be their champion, to place them first ensuring everything we do enriches their lives (however big or small).

My world looks & feels like:



My role is to:

## Live the moment

**Hello, we are...** The Life Savors

**My Mantra in Life is...** Never stop living

**My friends would describe me as...** Someone who takes advantage of life. I've been dedicated to actively participate in and take advantage of all life has to offer. I've always had a long bucket list and while I may never accomplish everything, I'm definitely going to try. I see life as something to be experienced - I want to enjoy everything from the simple pleasures to the more novel and unexpected.

**What energizes me...** Knowing I'm doing everything I can to create a fulfilling life, which means making a vibrant contribution to my family, my community, and even the world-at-large. For me, while the experiences are important, they aren't as meaningful or as exciting if you experience them alone. No matter what I'm doing it's always better when I get to share it with my family and friends - old and new.

**What drains me...** Guilt, shame, fear of being misunderstood. The feeling of being homogenized, deindividualized and stereotyped is one of my worst nightmares. And don't even try to convince me of slowing down, taking it easy and living a mundane existence. I can't imagine dying with the regret of what I should've done.

**How my life is changing...** I'm realizing nothing is permanent or guaranteed and I need to make the most of every moment because you truly never know if it will be your last.

**What I increasingly value and treasure...** Time, living in the moment. The people I trust. I realize I need to be able to put my trust in others who can help me experience life to its fullest potential.

**To be worthy of my attention you need to...** Be the conduit for a life well lived, provide the support and encouragement that helps me trust that you'll do everything in your power to support my ambitions; be true to your word - consistently demonstrate how I can continue to get the most out of this life...AND DON'T make promises you can't deliver on.

# Our brand user: the senior resident

To be a consumer driven brand, we must become consumer evangelists. It's our role to be their champion, to place them first ensuring everything we do enriches their lives (however big or small).

My world looks & feels like:



My role is to:

## Defy the “senior” stereotypes

**Hello, we are...** The Life Savorer

**My Mantra in Life is...** Do not go gently into that good night

**My friends would describe me as...** Most people are amazed at how much life I still have in me. I'm more active than most of my friends, I think because I see life as something to be experienced - I want to enjoy everything from the simple pleasures to the more novel and unexpected. I've always had a long bucket list and while I may never accomplish everything, I'm certainly going to try. I still have the ability to “make music”. There's still another album in me dying to be made.

**What energizes me...** Knowing I'm doing everything I can to create my fulfilling life. For me, experiences are extremely important, but they aren't as meaningful or as exciting if I experience them alone. No matter what I'm doing it's always better when I get to share it with my family and friends - old and new.

**What drains me...** As an elder, I'm grossly misunderstood. I'm often viewed as just a bundle of medical needs, rather than a vibrant contributor to this society. I feel I've been homogenized, institutionalized, and deindividualized. I've been given the label of “senior” which to me screams stereotypical elderly, which I'm far from. I hate it when my aspirations are suffocated and contracted. I hate feeling as if I'm living as an outcast in society.

**How my life is changing...** Even while things are becoming harder for me (fitness, mobility, cognition), I still have my soul and it still aspires. I'm realizing it's OK to get support in order to continue living life on my terms.

**What I increasingly value and treasure...** Time, living in the moment. The people I trust. I realize I need to be able to put my trust in others who can help me experience life to its fullest potential.

**To be worthy of my attention you need to...** Be the conduit for a life well lived, provide the support and encouragement that helps me trust that you'll do everything in your power to support my ambitions; be true to your word - consistently demonstrate how I can continue to get the most out of this life ... AND DON'T make promises you can't deliver on.



# Mission #1

Mission #1:

# Prove it!

Words are cheap. We will demonstrate that experiences integrated into everyday life make the difference.





Our rally cry

Our rally cry

# Make my day!

We empower our people to bring our philosophy to life by making a difference in every resident's day, no matter how big or small.



# Summary





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The Life Saver

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We create unexpected living experiences for seniors to help them come alive

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