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Brad Dubin  
Principal and Director of Acquisitions  
Bloom Senior Living



## Customer Story

### Bloom Senior Living

Bloom Senior Living is a growing company that owns and operates a diversified group of residential facilities. They range from independent and assisted living to memory care and skilled nursing facilities that have been in operation for over forty years. In 2010, Bloom set a goal to become more effective and efficient with its marketing operations.

Brad Dubin, Bloom’s Principal and Director of Acquisitions, began to evaluate companies who could help him improve the process of obtaining marketing collateral and related items for his properties. During this process, Brad was referred to Fischer Group.

“We were facing significant challenges concerning brand identity, consistency and accuracy,” explained Brad. “We have Marketing Directors spread out among various properties. We expected that all of our branded materials would be consistent and accurate, but we were all over the map with our execution.

Marketing Directors were creating their own materials using inaccurate and inconsistent information, on mismatched paper with incorrect logos, colors, spelling and grammatical errors.”

“We needed an easy-to-use system to store all of our branded, pre-approved collateral,” he added. This would allow us to build, and take pride in, our brand. Furthermore, it was important to find a system that would host our regular collateral and also allow our Marketing Directors to easily create local marketing campaigns. It was important to be able to maintain a localized approach to marketing using a system that enforced our brand standards. The “Store” that Fischer Group created has allowed us to accomplish all of these objectives.”

“This solution has delivered cost savings, brand control, and convenience. Fischer Group handles all of the creative, production and logistics. It will be easy to scale our marketing programs as our company grows.”

If we can help you evaluate whether a marketing asset management solution makes sense for your business, or if you’d just like to know more about how marketing asset management solutions work and what benefits they provide, contact Scott Burford at 707-745-8151 or by e-mail at [scott.burford@sbfischer.com](mailto:scott.burford@sbfischer.com).

Additional customer stories, white papers, and executive summaries can be downloaded from our website: [www.smartstorepro.com](http://www.smartstorepro.com).

