



# Senior Living Facility

Healthcare / INDUSTRY

## BUSINESS IMPACT

**100% Resident Capacity Achieved** 

This senior living facility maintained full room occupancy throughout the entire year with Hearst's multifaceted media campaign as the primary driving force.

**\$250K+ in Long-Term Care Revenue** 

Hearst's creative messaging and reach delivered a significant revenue increase for this assisted living rehabilitation facility.

## OVERVIEW

### Business Challenge

This healthcare center and senior living facility spanning 15+ acres of beautiful campus, has provided compassionate care to residents and rehabilitation patients for several decades. Over that time, occupancy rates across its 345 rooms and 3 facilities flourished. However, a recent influx of competition, some just two miles away, and a growing trend of seniors finding comfort by moving into their children's homes have led to more vacancies. To overcome this trend and its increasing competition, our client needed a new strategy highlighting its unique services and extraordinary level of care.

### Campaign Strategy

Hearst captured the heart of the senior living resident experience in a compelling campaign tailored to its target California clientele. To break through to a reluctant senior population, messaging consistently emphasized key themes, including, comfort, community and personal fulfillment. As this generation's primary source of information, Hearst news portfolio delivered these themes with ads showcasing the facility's picturesque campus and diverse activities. Sequenced direct mail invitations to exclusive introductory dinners added frequency and urgency to the overall campaign.

## PRODUCTS



PRINT ADVERTISING



NEW SITE DISPLAY



AUDIENCE EXTENSION DISPLAY



DIRECT MAIL

# CAMPAIGN ELEMENTS

## Print Advertising

Heartfelt and welcoming print ads featured the facility's intimate community setting and social enrichment activities. The ads ran in Hearst daily and weekly newspapers, including the San Francisco Chronicle. For decades, the care centers' ideal clientele have relied on these community papers for local news and information. The ads invited prospective residents to schedule personalized tours and attend inspiring workshops, so they could gain comfort and appreciation for the fulfilling lifestyle they could enjoy so they could gain comfort and appreciation for the fulfilling lifestyle they could enjoy.



## Audience Extension Display

Hearst expanded the display campaign's reach by distributing News Site ads to a premier network of partner websites. The ads targeted online consumers based on their demographics and browsing history, including visits to assisted living and long-term care websites.



## News Site Display

Eye-catching display ads used consistent messaging from the print ads to build continuity and brand recall with the facility's audience. Compelling visuals created a sense of home and family using imagery of residents joining in communal activities

## Direct Mail

A direct mail invitation to an exclusive senior care planning dinner welcomed local families to experience the facility's warm community and staff first-hand. The invitation reached select California residents based on key factors like zip code, age, and income.

