



Senior Living Facility

Healthcare / INDUSTRY

BUSINESS IMPACT

72 Event-Driven Print Ads Each Year



Senior living facility built regional brand interest promoting events through Hearst Newspapers.

2x Attendance At Informational Events



Senior living facility doubled attendance at its future planning seminars, the primary source of its member growth.

OVERVIEW

Business Challenge

Renowned for its 60+ acre senior community, our client was witnessing the growing trend of seniors preferring to remain in their own homes. To support more seniors living independently, our client initiated legislation in 2008 to become the state's first home-based Life Care program. It launched the new service to stay true to its flagship brand. However, a new name in a new area posed a risk to the fast start it needed to validate the new program. Our client set out to find a partner that could promote its innovative service to affluent retirees within its target market.

Campaign Strategy

Hearst built an extensive campaign to raise awareness for our client and its life-changing services. The campaign employs a direct tone to communicate the program's many benefits. It also promotes local seminars, which provide seniors with valuable information directly from our client's expert staff. Hearst delivers this message to our client's core affluent senior demographic by placing ads in Hearst newspapers and select digital channels like Facebook and Instagram. Each element of the campaign uses consistent branding to build recognition and prominent calls to action to drive seniors to inquire.

PRODUCTS



PRINT
ADVERTISING



NEW SITE
DISPLAY



AUDIENCE
EXTENSION
DISPLAY



SOCIAL MEDIA
MARKETING



EMAIL
MARKETING

CAMPAIGN ELEMENTS



ElderlyCare
Your Tagline Here

Hearst print ads featured The Greens' intimate community setting and social enrichment activities. The ads ran in Hearst CT's portfolio of daily and weekly newspapers, including Greenwich Time and Darien News. 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.

ElderlyCare.com

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Print Advertising

To break through in a new market, our client advertises in the #1 local news source area seniors have counted on for decades. Six half-page ads run across the paper each month educating residents about the facility's pioneering healthcare program. Concise and direct copy informs readers about the on-demand healthcare professionals' high level of service, as well as the freedom and financial well-being the program affords. Ads also promote upcoming informational sessions and luncheons to build trust and familiarize seniors with the facility's standard of care. Creative exemplifies seniors enjoying activities and spending time with family in the comfort of their homes.

Social Media Marketing

Sponsored social ads delivered hundreds of interested seniors to our client using Facebook's precise targeting capabilities that use demographics and a demonstrated interest in retirement and healthcare. Creative emphasizes the peace of mind and security our client affords for seniors remaining in their home.

ElderlyCare
Your Tagline Here

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LEARN MORE

Email Marketing

Monthly email messages deliver information on future planning seminars and program details to prospective seniors in California. Age, household income, and behavioral indicators such as financial planning, retirement, and healthcare refined our client's recipient list of ideal clientele.

Display Advertising

Our client's display ads on Hearst Newspapers sites, and on a network of popular sites convey the brand tagline "Make Plans to Stay Home" to build continuity with the brand's overarching mission. The ads sites target our client's ideal senior audience using geographic perimeters around California, age and income.

Senior Healthcare

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Senior Healthcare [LEARN MORE](#)

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ElderlyCare
Your Tagline Here

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