

Where You Live Matters

Senior Living Today and Every Day Campaign

where
you
live
matters

POWERED BY ASHA

5.12.20

A SENIOR LIVING RESOURCE

HEROES 🌟 WORK HERE 🌟

Strategy Recap

Who is our audience?

- Primary:
 - Senior Living current residents and families
 - Senior Living Living future residents and families
 - Assisted Living current residents and families
 - Assisted Living future residents and families
- Secondary:
 - Policy influencers/regulators
 - Congress leaders

What is the problem we're trying to solve?

- Senior Living and Assisted Living Advocacy – we are keeping thousands safe; we are a positive entity to combating this virus
- We want to increase exposure to positive outcomes so the industry doesn't get a bad reputation
- We need to focus on the long-term goal, which is to maintain loyalty to a service to families.

How will this solve the problem?

Create a human-centric campaign to push out digitally:

- Clear, concise messaging
- Keep the messaging light yet powerful with a human element
- Thought leadership
- Know who we're reaching
- Control the message

Call to Action

Visit **whereyoulivematters.org**, the trustworthy resource for facts about how the industry's caring professionals protect and serve residents during times of crisis, as well as every day.

Senior Living Today & Every Day: Campaign Platform

The Benefit: Our Positioning

For seniors and their families seeking information about all the ways senior living and assisted living is responding during the COVID-19 pandemic, Where You Live Matters, powered by ASHA, is the trustworthy resource for facts about how the industry's caring professionals protect and serve residents during times of crisis, as well as every day.

Key Message Points: "Proof Points"

SAFETY

- Communities have safety protocols in place before emergencies happen
- They have access to PPE
- Institute additional cleaning & disinfecting protocols
- Access to medical equipment & other supply chain necessities

EXPERTISE

- Clinical & Infection expertise
- Staff of trained professionals
- Nursing and physician guidance
- Geriatric care experience
- Crisis training is on-going
- Essential role in the broader health care delivery system

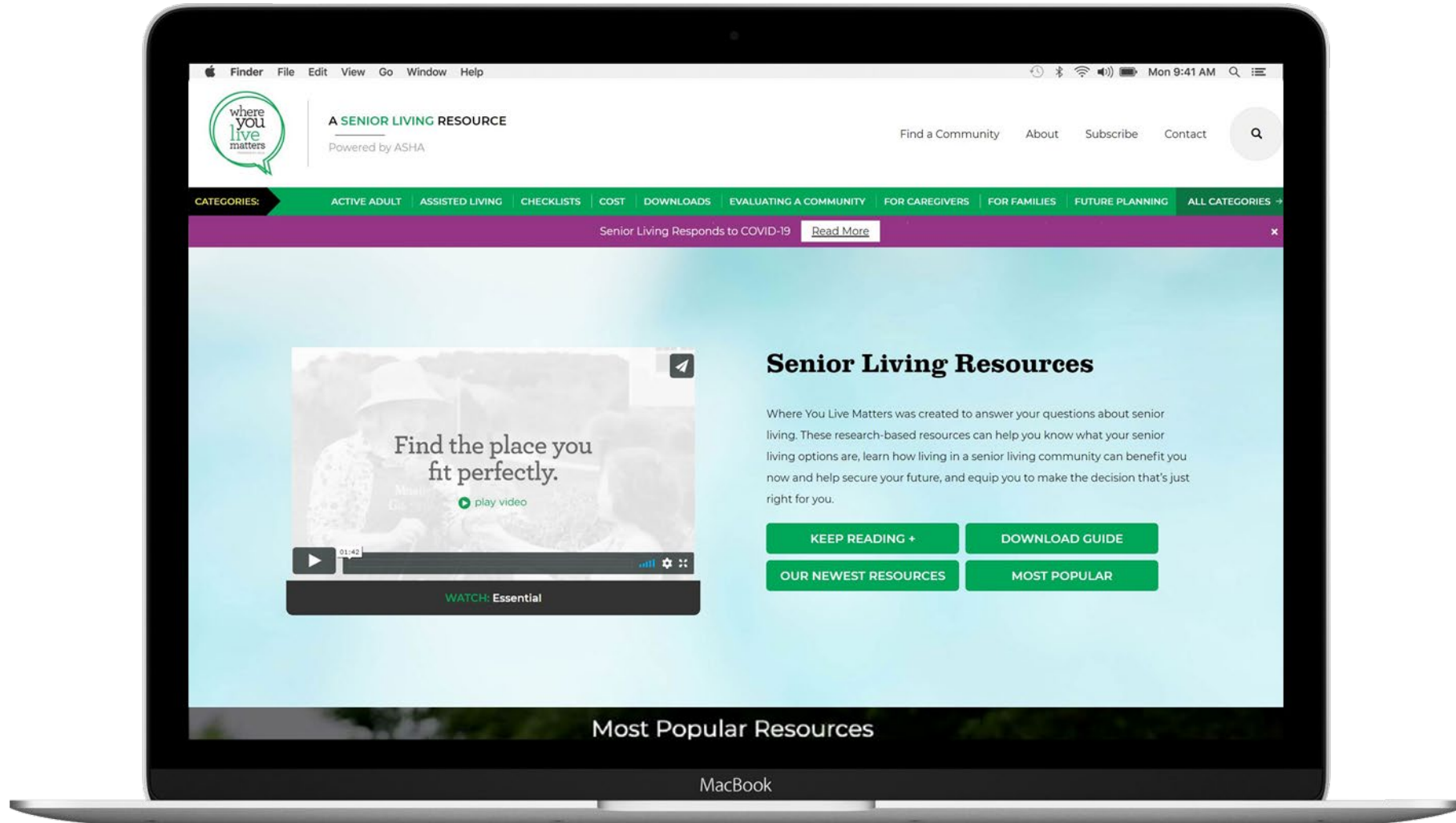
REAL PEOPLE

- Caring humans behind the masks
- All levels of staff going above and beyond
- Real residents adapting and thriving in place
- Real families have peace of mind knowing loved one is fed, sheltered & cared for

GOOD NEWS

- Connections through technology
- Creative activities
- Residents staying active & eating well
- Staff & residents supporting each other
- Facts about prevention/recovery

We already have a prominent call out on the homepage, with further enhancements slated to be made



Paid media will be focused on digital channels that drive to the Senior Living Today & Every Day Video Page

Digital Video

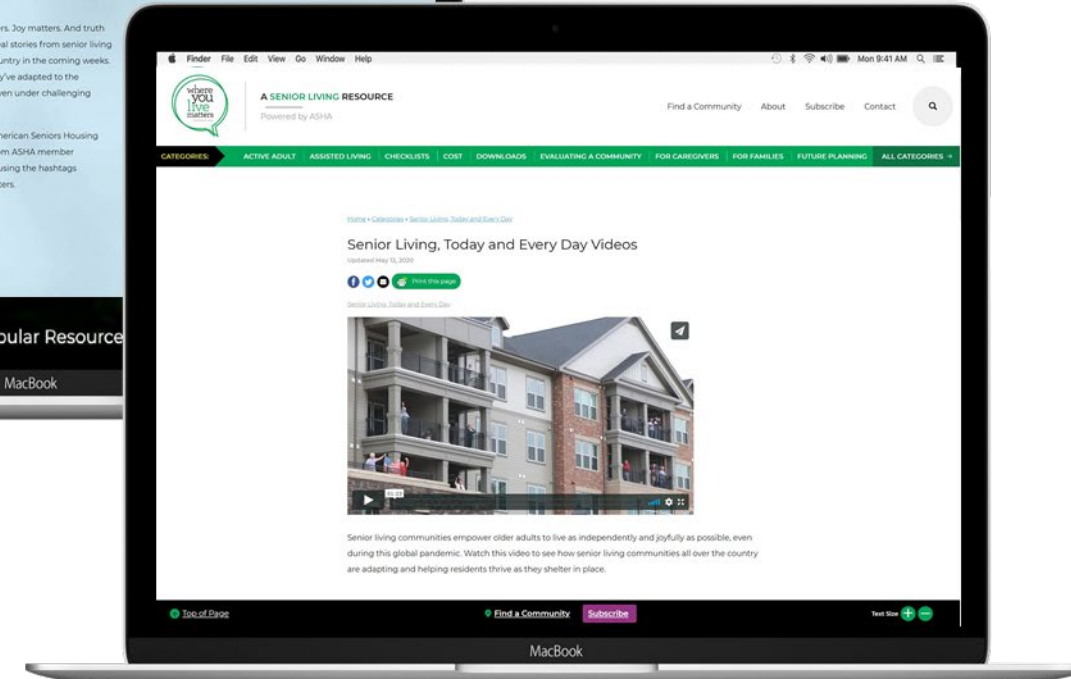
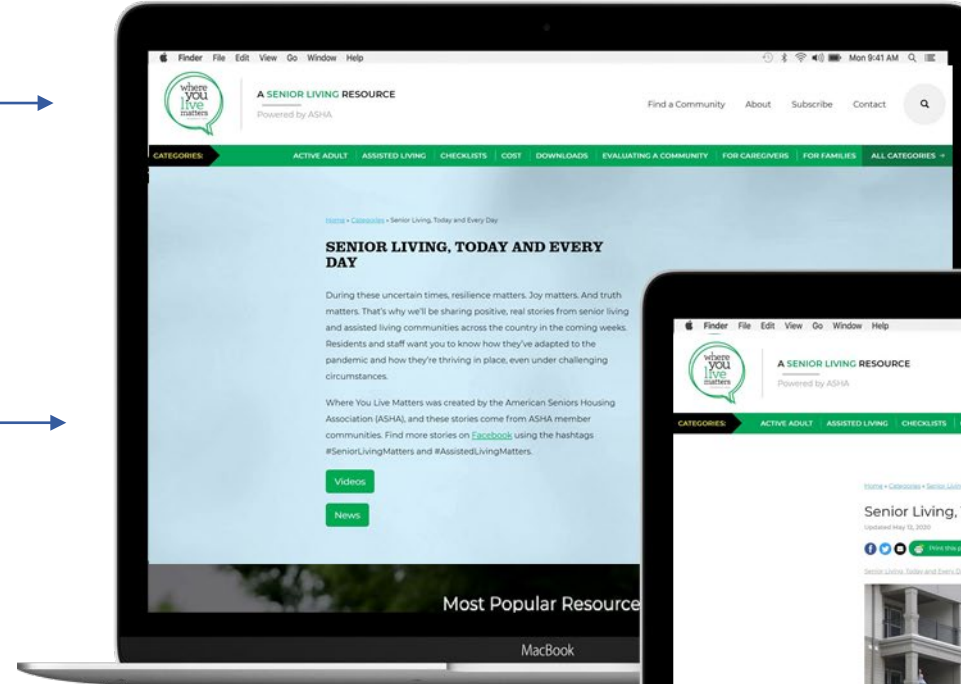
- Pre- and mid-roll video on news outlet sites and news outlet YouTube channels

Facebook (Paid & Owned)

- :30 and :15 promoted videos

Display (Targeted Websites)

- Banner and native ads directing users to full video on website



Digital Video: News Outlet and YouTube Channel Strategy

We'll have :60, :30 and :15 pre- and mid-roll video on major news outlet sites and news outlet YouTube channels

- AARP
- New York Times
- Wall Street Journal
- Washington Post
- LA Times
- Boston Globe
- Dallas Morning News
- Atlanta Journal Constitution



Social: Owned and Paid Channel Strategy

We have a Paid Facebook campaign that will reach our target audience, as well as owned social efforts with a Facebook and Instagram calendar to increase consumer engagement

Paid Social – Facebook



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Sponsored · 1h · 0

Here's a look at how many Assisted and Senior Living Community residents are feeling while sheltering in place. Today, and Every Day, Senior Living provides the safe and caring environment for older adults to thrive. #SeniorLivingMatters #AssistedLivingMatters

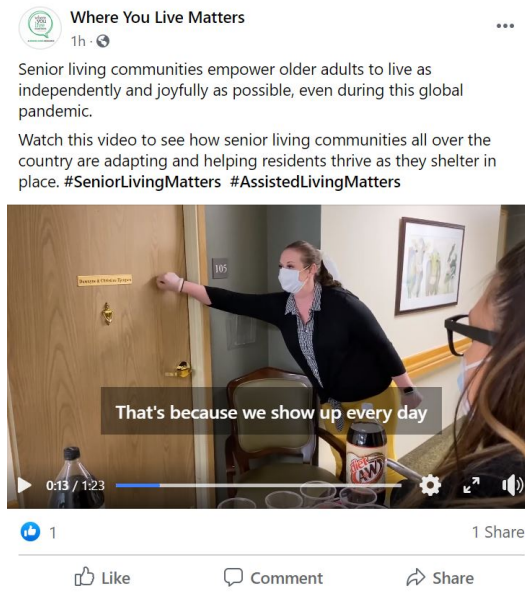
Senior Living & COVID-19

WHEREYOU LIVEMATTERS.ORG
Residents Feel Safe During The Pandemic
Residents Are Expressing Their Gratitude To Be Living in Their Communities During This Time Of Pandemic! [Learn More](#)

3 Views

Like Comment Share

Owned Social – Facebook



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1h · 0

Senior living communities empower older adults to live as independently and joyfully as possible, even during this global pandemic.

Watch this video to see how senior living communities all over the country are adapting and helping residents thrive as they shelter in place. #SeniorLivingMatters #AssistedLivingMatters

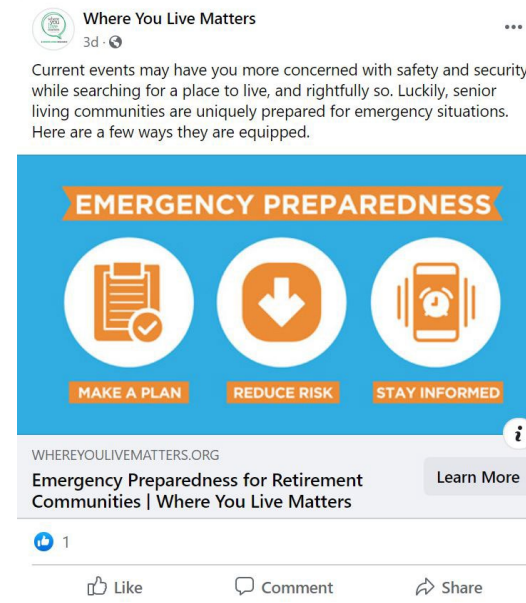
That's because we show up every day

0:13 / 1:23

1 Like 1 Share

Like Comment Share

Owned Social – Facebook



Where You Live Matters
3d · 0

Current events may have you more concerned with safety and security while searching for a place to live, and rightfully so. Luckily, senior living communities are uniquely prepared for emergency situations. Here are a few ways they are equipped.

EMERGENCY PREPAREDNESS


- MAKE A PLAN
- REDUCE RISK
- STAY INFORMED

WHEREYOU LIVEMATTERS.ORG
Emergency Preparedness for Retirement Communities | Where You Live Matters [Learn More](#)

1 Like

Like Comment Share

Owned Social – Instagram



whereyoulivematters

13 likes


whereyoulivematters Did you know that volunteering as a senior is associated with health benefits such as enhanced cognition? #NationalVolunteerMonth is a great time to start with the many virtual volunteer opportunities available right now during this time of social distancing.

#LoveYourYears #WhereYouLiveMatters #agingwell #livewithpurpose #agepositivity #ageinstyle #seniorliving

Paid Social is off to an extremely successful start

The campaign started on Monday, 5/11, and the first 24 hours have been impressive

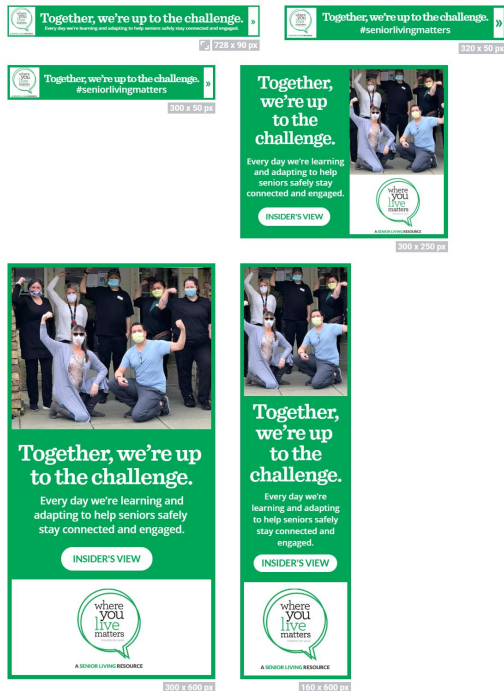
- **Impressions:** 45,000
- **Reach:** 39,460 unique users with a frequency of 1.14 meaning we are not “spamming” or reaching the same user constantly which is exactly what we want to reach as many users as possible
- **Overall Click Through Rate (CTR):** 18.5%
- **Total Clicks** (to video page on WYLM or to WYLM Facebook page that “posts” these ads): 8,296
- **Landing Page Views:** 2,827
- **Engagements** (reactions, clicks, shares, saves, likes): 12,403
- **Shares:** 45 people have shared the video already
- **3 second video views:** 8,360
- **10 second video views:** 4,638
- **ThruPlays (15 seconds):** 3,560

Video Plays at 25%	Video Plays at 50%	Video Plays at 75%	Video Plays at 95%	Video Plays at 100%	Video Plays
2,699	1,370	1,027	696	 494	12,257

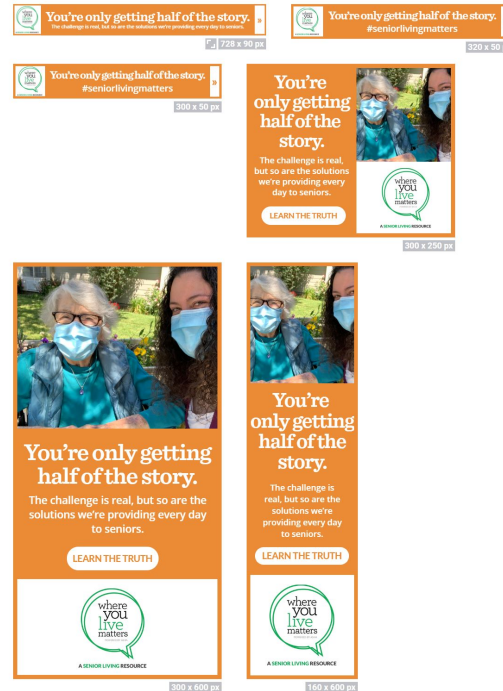
Display: Prospecting and Retargeting Strategy

We'll reach our target audience of seniors and their families, but also users who have visited WYLM without visiting the Senior Living Today & Every Day campaign page

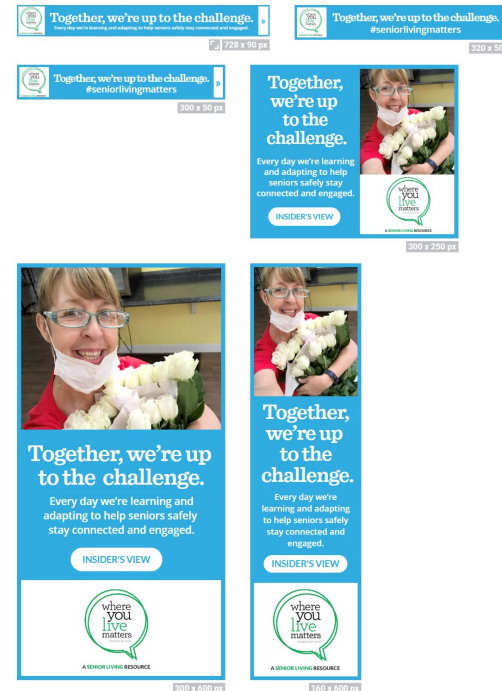
Display Prospecting



Display Prospecting



Display Retargeting



Display Retargeting



Summary

- All campaigns went live the week of 5/11
 - Digital Video (YouTube pre- and mid-roll video on news outlets) including: *AARP, NYT, WSJ, Washington Post, LA Times, Boston Globe, Dallas Morning News, Atlanta Journal Constitution*
 - Display (banner and native)
 - Facebook Paid Social
- Weekly campaign performance will be provided, with a breakdown by channel and publication
- We have allocated dollars to make website enhancements immediately that will support a more robust Campaign Page
- We have a Facebook and Instagram calendar in place to increase consumer engagement and supplement the content and stories we are receiving from ASHA members

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Thank You!