

Senior Living Today and Every Day Campaign

Reaching over 33 million nationwide to build trust and confidence



A SENIOR LIVING RESOURCE

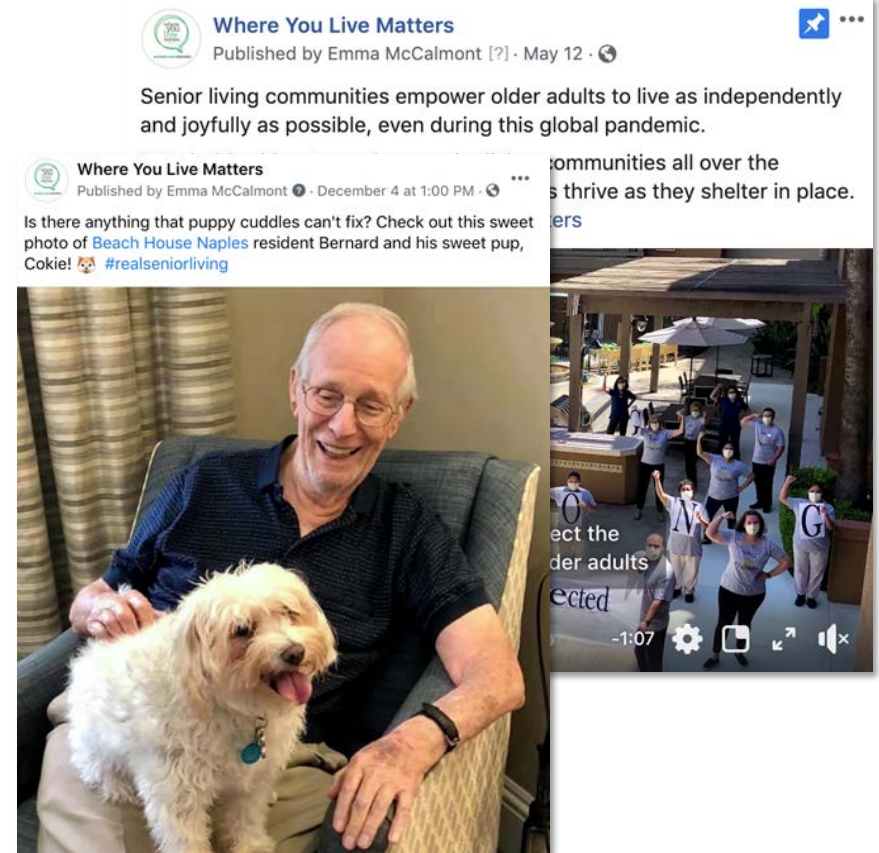
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Building trust and confidence in the senior living industry

Objective: combat negative COVID-19 impact with real stories that reinforce the industry's commitment to its residents and their families during times of crisis, as well as every day.

Campaign running from May 2020 through January 2021 focused on sharing **real-time experiences** within senior living communities and **testimonials** through video display, online display, paid social, paid search, and the Where You Live Matters Facebook page.



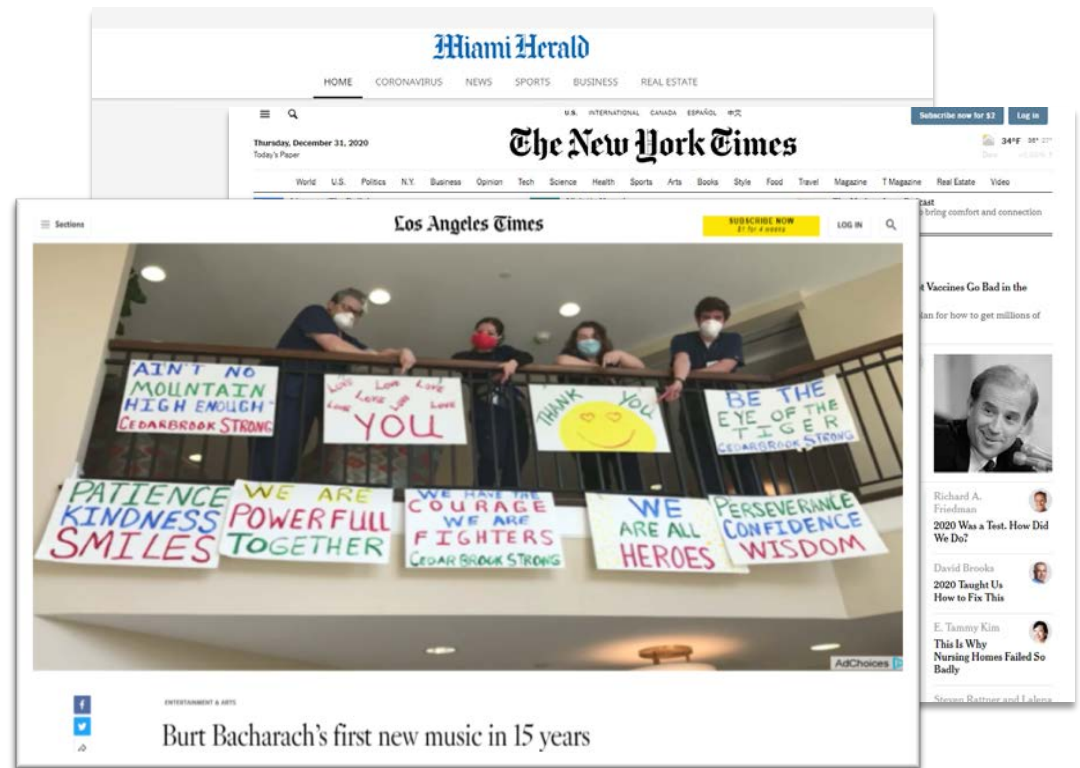
We established a prominent public relations campaign, featured on major media platforms and in large senior living markets

Our top-performing news publications added credibility to our message:

- Miami Herald
- Los Angeles Times
- Washington Post
- New York Times
- Arizona Republic

Our presence was in key senior living markets across the entire nation:

Chicago, Seattle, Atlanta, Dallas, Philadelphia, Portland, Phoenix, Boston, Jacksonville, New Orleans, Charleston, Orlando, Columbia, Charlottesville, Washington DC, and more.



We reached millions of seniors and adult children with our message, at a very low cost per lead

The nine-month campaign generated over **33.7 million impressions** across a wide variety of media platforms.

Our message reached these viewers at an **extremely low cost:**

- Completed video views at \$0.02 per lead
- Paid search leads at \$0.55 cost per click



The image displays four promotional cards for 'where you live matters' senior living community. Each card features a different headline and a corresponding image of residents.

- Card 1 (Green):** Headline: "What's senior living **REALLY** like?" Subtext: "Hear how residents feel safe & protected while enjoying senior living – especially now." Image: A man and a woman standing together. Button: "WATCH VIDEO".
- Card 2 (Blue):** Headline: "I don't have to **WORRY** about Mom." Subtext: "Families sleep better knowing parents are cared for in a senior living community right now." Image: A woman smiling with a dog. Button: "SEE RON'S STORY".
- Card 3 (Purple):** Headline: "Who adds **LIFE** to the senior living lifestyle?" Subtext: "Hear how senior living professionals are keeping residents safe, engaged and living at their best." Image: A woman smiling while holding a glass. Button: "WATCH VIDEO".
- Card 4 (Orange):** Headline: "**REAL** Stories. **REAL** Senior Living." Subtext: "Why choose senior living now? Safety, security & a lot of fun. See for yourself." Image: A man on a golf course. Button: "WATCH VIDEOS".

Each card includes the 'where you live matters' logo and the text 'A SENIOR LIVING RESOURCE' at the bottom.

Our audience didn't just see our message – they engaged with it

Our viewers focused in on our message and then **took action**:

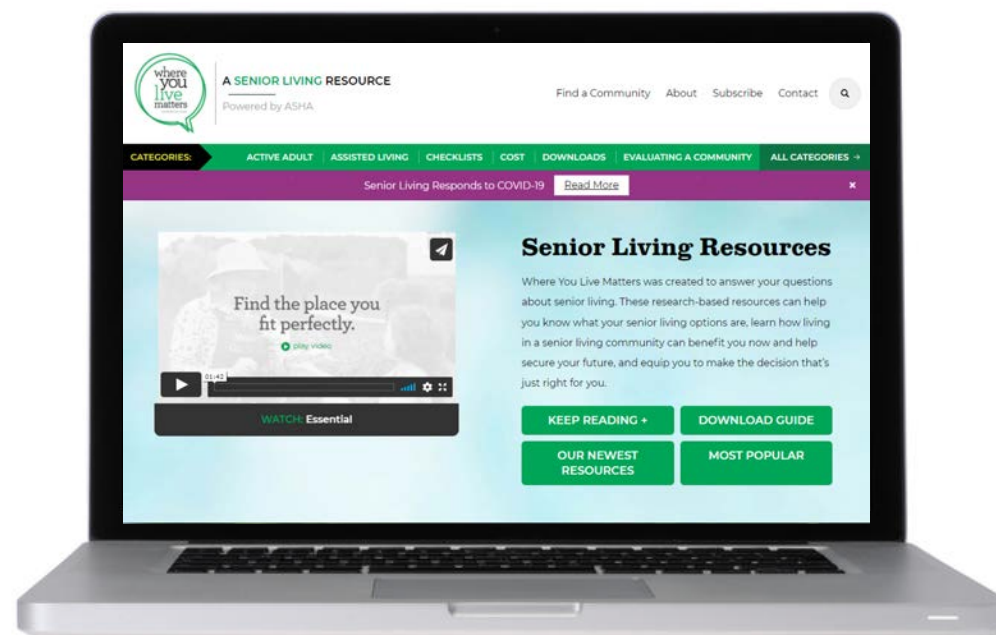
- **91%** view-through of our video ads
 - *70% benchmark*
- **5.9%** paid social click-through to the Where You Live Matters site
 - *2% benchmark*
- **6.4%** paid search click-through to the Where You Live Matters site
 - *3% benchmark*



And those we reached used ASHA's Where You Live Matters website and social media resources to help guide their senior living journey

In 2020, Where You Live Matters website sessions are up **166.5%**, Facebook impressions are up **601.7%**, and Facebook engagements are up **832.9%**, compared to 2019.

- 2019
 - 261,772 website sessions
 - 1,855,938 Facebook impressions
 - 101,869 Facebook engagements
- 2020
 - 697,685 website sessions
 - 13,023,805 Facebook impressions
 - 950,396 Facebook engagements





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Thank You!