



Assisted Living Facilities

Healthcare / INDUSTRY

/ LOCATION

/ EXECUTIVE DIRECTOR

BUSINESS IMPACT

100% Resident Capacity Achieved 

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

\$250K+ in Long-Term Care Revenue 

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

OVERVIEW

Business Challenge

' healthcare center and senior living communities 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, needed a new strategy highlighting its unique services and extraordinary level of care.

Campaign Strategy

Hearst CT captured the heart of resident experience in a compelling campaign tailored to its target Fairfield Gold Coast 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 CT's news portfolio delivered these themes with ads showcasing ' picturesque campus and diverse activities. Sequenced direct mail invitations to exclusive introductory dinners added frequency and urgency to the overall campaign.

PRODUCTS



PRINT ADVERTISING



NEWS SITE DISPLAY



AUDIENCE EXT. DISPLAY



DIRECT MAIL

CAMPAIGN ELEMENTS

Supporting the whole person with dignity & compassion

At [redacted] we Celebrate Life

- Smaller intimate community located in a quiet neighborhood providing individualized care with our all-inclusive rate
- Creative Arts Therapies and programs validate each resident celebrating their stories
- Experienced staff providing care and connections in a safe and loving environment

Schedule a Tour Today!

For questions or to RSVP call [redacted] or [redacted].com

FALL EVENTS 2018

Beyрут Medicine
HEALING POWER OF EMPATHY, TOUCH, LITERATURE AND ART

Reflections on a Simple Twist of Fate: Literature, Art and Parkinson's Disease
[redacted] Higher Professor
Advertising Executive
Thursday, October 18, 9:30 - 7:30 pm

Walking in Someone Else's Shoes: A New Workshop in Developing Your Empathy IQ
[redacted] Director, Center for Healthy Aging
President & Co-Founder
Thursday, November 15, 5:30 - 8 pm

Workshop Details:
All workshops are presented by [redacted] and will be held at [redacted].
Light snacks and soft drinks will be served. Seating is limited. Reservations recommended. Workshops are free and open to the community.

For questions or to RSVP call [redacted] or [redacted].com

Print Advertising

Heartfelt and welcoming print ads featured [redacted] 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.

Audience Extension Display

Hearst CT 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.

Supporting the Whole Person with Dignity and Compassion

LEARN MORE

Supporting the Whole Person with Dignity and Compassion

LEARN MORE

News Site Display

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

Where your next chapter begins

Our picturesque campus offers exceptional senior living options.

LEARN MORE

Direct Mail

A direct mail invitation to an exclusive senior care planning dinner welcomed local families to experience [redacted] warm community and staff first-hand. The invitation reached select Fairfield County residents based on key factors like zip code, age, and income.

You are cordially invited to a complimentary dinner and panel discussion.

SENIOR CARE: PLANNING AHEAD
Tuesday, October 30 at [redacted]

Dinner served promptly at 5:00pm, presentation 6:00-7:00pm.

Food includes local produce and more! [redacted] and [redacted] present [redacted] speakers! [redacted] Bring your guests and your questions!

- Personalized dining and beverage
- Working groups
- Family meeting
- 20+ exhibitors
- Entertainment
- Refreshments
- Live music
- Free event space
- No charge for parking

Some of the most important conversations happen over the dinner table.



“We have Hearst to thank for the major difference in the attendance at our events and the number of new residents moving in! We could not have done it without their creativity and fantastic service.”

[redacted] | Executive Director, [redacted] Assisted Living & Rehabilitation Facilities