

SILVER

Community Outreach Event

Franke Tobey Jones

Franke Tobey Jones (FTJ) mission is “To enrich and extend the quality of life for seniors in our community.” One of the goals of our Senior University program, open to anyone 55 or better, is to keep seniors intellectually and creatively engaged. The FTJ mission and the Senior University goal inspired the creation of the FTJ Senior Art Show. It showcases outstanding artwork from Pacific Northwest artists age 55 and better who have continued to be creative throughout their senior years. Since the inception, ten shows have been curated and exhibited at FTJ and the last five have moved to the Tacoma Art Museum. **JUDGES COMMENTS: We really liked how this event tied into the local arts community and how it gives seniors a way to bring their own creativity into the mix. www.FrankeTobeyJones.com**

GOLD

Community Outreach Event

Foss Home and Village

The Foss Farmers Market has become an annual event that residents, families and the neighboring community look forward to. This creative and innovative event is a team effort, with all the components of some larger, weekly markets. The most rewarding part of the event is the resident smiles and engagement. In addition, the local community and neighbors that consistently come back year after year to support Foss and enjoy the festivities, have become part of the Foss family. **JUDGES COMMENTS: This event won us over for its longevity and incredible show of community support. The heavy involvement of local partners and neighbors make this an event that brings the entire community together. www.FossCare.org**

SILVER

Marketing Event to Drive Sales

CRISTA Senior Living

YOUR NEXT CHAPTER AWAITS campaign objective was to increase our leads list, grow occupancy, and build our waitlist. At the time of our first event we had 10 open units and a very small waitlist. For this six month event series, we partnered with a local real estate agency and downsizing experts, who were featured guest speakers. YOUR NEXT CHAPTER AWAITS luncheons featured market presentations, lunch, and a community tour of our residential apartment buildings. The direct mail piece was mailed to income, net-worth, zip-code, and age prequalified purchase list of 33K. We ended the series with a 100% occupancy and a waitlist of 40. **JUDGES COMMENTS: This campaign stood out for its innovative and effective use of local partnerships and for the resourceful work of the in-house team. We loved how the content of the event provided a value-add for attendees. www.CristaSeniorLiving.org**

GOLD

Marketing Event to Drive Sales

The Hearthstone

The Cove East demonstrates the power of creativity to generate stunning results with a 90:1 ROI. Third3rd Marketing developed an innovative concept that compared the rarity of the Cove East project as being on par with seeing the “Green Lake Mermaid.” Two open house events generated a total of 262 attendees and 11 total deposits, resulting in sell out in less than 112 days. A \$35K investment yielded \$2.8 million in deposits. **JUDGES COMMENTS: We were impressed by the guest count and the resulting deposits this campaign was able to generate. Overall, they achieved a remarkable ROI from this pre-launch experience. www.Hearthstone.org**

SILVER

Digital Marketing

Franke Tobey Jones

In 2017 Franke Tobey Jones launched a beautiful new website which experienced an uptick in behavior metrics, but by early 2018 the website performance had leveled off. In January 2018 a comprehensive SEO campaign was implemented, followed up by an extensive SEM campaign in July. Results were amazing. New inquiry traffic was 60% over goal and they had more tours, more re-tours, more applications and more move-ins than in 10 years. Occupancy was increased in IL from 86% to 94%, in AL from 76% to 94% and in memory care from 13% to 40% (and to 67% by Feb 2019). **JUDGES COMMENT: They let the strategy drive the campaign direction and were unafraid to leave old ideas and tactics behind when the research didn't support them.**
www.FrankeTobeyJones.com

GOLD

Digital Marketing

Skyline

Skyline's pre-sales launch of the expansion of a new tower was met with tremendous results in the first 30-days of marketing exclusively to wait list members. 15 reservation totaling \$2M in revenue deposits were obtain from wait list members that had responded via a well executed digital marketing campaign. 20% of the available inventory was reserved in the first month of pre-sales. The power of digital marketing delivered timely well-targeted messages that created immediate feedback and tracking to evaluate the campaign's effectiveness. Skyline's decision to implement a digital marketing plan helped to build urgency among wait list members that had equal opportunity to access the exclusive preview presentations through the ease of the instant RSVP program. **JUDGES COMMENTS: This campaign creative was clean, simple, modern and engaging with the different amenities and experiences clearly noted. They also achieved notable results on a minimal budget.** www.SkylineSeattle.org

SILVER

Integrated Marketing

Hearthstone

The Cove East demonstrates the power of creativity to generate stunning results with a 90:1 ROI. 3rdThird Marketing developed an innovative concept comparing the rarity of the Cove East project as being on par with seeing the mythical "Green Lake Mermaid." Two open house events, print and DM generated a total of 262 attendees and 11 total deposits, resulting in sell out in less than 112 days. A \$35K investment yielded \$2.8 million in revenue. **JUDGES COMMENTS: One of the most clever pieces of creative we reviewed, the "Mermaid" concept was an extraordinarily creative way to convey the exclusivity of The Cove.**
www.Hearthstone.org

GOLD

Integrated Marketing

Bayview

After Bayview completed their \$57 million renovation, their goal was to generate leads for at least 10 apartments while marking a new era for this landmark community. Instead of photos of their views or interiors, the marketing team opted to use a beautiful peacock with the line "Ready to strut our stuff." The eye-catching and unapologetically proud statement was the perfect verbal and visual sentiment of Bayview's bold reintroduction. After executing one mailing, print and online insertions for \$22,800, the event generated 138 attendees resulted in eight deposits for a total of \$2.4 million. We calculated 1:104 ROI. **JUDGES COMMENTS: We loved the bold messaging and the conceptual, visually arresting creative. We also applaud the consistency of the approach, as the theme translated powerfully and consistently across all mediums.**
www.BayviewSeattle.org

SILVER

Print Advertising

CRISTA Senior Living

Print advertising is very success for us and we continue to draw leads through newsprint, magazine, and bulletin boards. This year we decided to take our campaign younger and focus on the whole person rather than on the buildings. Our focus became DO WHAT YOU WANNA DO for our Life Plan Community Campaigns and PASSPORT TO RECOVERY for our Rehab and Skilled Care. We increased our lead sources by 28% for print advertising in both categories. **JUDGES COMMENTS: We liked this campaign for its use of aspirational imagery and messaging that conveyed empowerment and encouragement.** www.CristaSeniorLiving.org

GOLD

Print Advertising

Skyline

Critical to the success of any Life Plan Community is a robust wait list that provides solutions for today and the future. A strong and growing wait list is the most cost effective marketing tool available to address a community's immediate occupancy needs while leveraging the interest of members that are planning for a future move. The master planning process for expansion must include a complete and thorough analysis of a wait list to gauge the level of interest to determine when it is best to expand. Skyline's determination to leverage the strengthen of the wait list, as well as a clear understanding market demands, ensured predictable results when launching. Our early reservation success is directly linked to the growth and commitment to our wait list. **JUDGES COMMENTS: These ads leveraged the smart and effective idea to vary the messaging based on the publication and audience. In addition the design was modern, clean and consistent, and the results were excellent!** www.SkylineSeattle.org

SILVER

Public Relations

Riverview Retirement Community

We are so happy and proud of our residents here at Riverview. We are firm believers in highlighting our residents in our advertising, which allows us to share with the public that here at Riverview we value our residents and our residents are enjoying living here! Our residents make Riverview what it is! Our transportation vans are running all over Spokane Monday-Friday, 7:30am to 5:00pm every week. We are making a statement in the Spokane Community that retirement can be fun and should be fun!! **JUDGES COMMENTS: We liked the key insight to highlight the member experience and show how much enjoy living at Riverview. Plus, the creative execution was fun, engaging and out-of-the-box.** www.RiverviewRetirement.org

SHOESTRING

Public Relations

Gardens at Juanita Bay

The result of this successful approach in campaigning to maintain the Capital Add-on illustrates the power of the saying, "A picture is worth a thousand words." This successful campaign resulted in the retention of \$876,000 for these communities alone. But far more affected facilities benefited from this campaign. I believe the results of this campaign show that whenever quality of life and services that maintain that quality are at stake – illustrations/photos help in a very visual way of delivering the message. **JUDGES COMMENTS: A picture is worth a thousand words and the use of resident imagery in this piece was a pull at the heartstrings. We also wanted to recognize this submission for its effective advocacy and contribution in the effort to maintain the Capital Rate Add On.** www.GardensAtJuanityBay.com



Category(ies)

Organization

100-word description with Judges comments

GOLD

Public Relations

The Kenney

The Kenney created a "artful" PR campaign to get the word out to the public that The Kenney offers much more than just "nursing care". The creative campaign used a artistic painting of a llama to catch the publics eye and tie together a free summer event series which was open to the public to attend. Through many events including multiple West Seattle art walks, a sip and paint class, and a summer BBQ, the Kenney was able to get more than 215 attendees which definitely helped change the publics opinion of The Kenney and demonstrate how The Kenney wants to be involved in the West Seattle community. A added plus was getting a move in from the campaign! All events were enjoyed by the public, residents, staff and family members. **JUDGES COMMENTS: From a pure public relations perspective, this initiative achieved exactly what it set out to do: change public perception of the community in a positive way. They achieved earned media placements as well, which likely contributed to the shift in opinion. www.TheKenney.org**

SILVER

Social Media Marketing

CRISTA Senior Living

Life Plan Communities often look at social media as an afterthought. In addition, retirement communities underuse social media to simply capture events and photos of resident activities, giving Board Members and senior leadership the idea that social media does not help advance business goals. CRISTA Senior Living implemented a strategic social media plan in 2018 by conducting a SWOT and SMART analysis and investing in a high level content creation and execution plan. Their investment in breaking through engagement will undoubtedly play an integral part in advancing CSL's reputation and in turn, bringing in more leads from prospects and more business from partner organizations. With continued efforts in an intentional posting strategy, CSL truly believes their efforts will continue to reveal the power of social media within a Life Plan Community. **JUDGES COMMENTS: Social media is all about being timely and relevant, and this campaign truly seized the moment with posts that showcased staff involvement and maximized their budget. www.CristaSeniorLiving.org**

SILVER

Social Media Marketing

Rockwood Retirement Communities

The video series helps potential residents gain insight into who lives at Rockwood and how this lifestyle has enhanced their lives, and that retirement has allowed these residents to further do what they enjoy doing most. Ultimately, we want viewers to say, "I can't wait to retire and do that!" Or "I would like to get to know that person!" We wanted to inspire, to change one's perception of retirement and to show that we are a caring and vibrant community, supportive of staying active and connected. We also know how important animals are to our residents, so we wanted to show that we are pet-friendly community. **JUDGES COMMENTS: We are very impressed by the overall quality of these videos, their content and the emotional connection they created for prospective residents. www.RockwoodRetirement.org**

Judges Innovation Award

CRISTA Senior Living

Partnering with local real estate agents was the most innovative idea out of all the submissions we reviewed. The event was a strong value-add and provided attendees with a beneficial take-away. The amount they were able to do in-house was truly impressive, they used their funds wisely and the result was a major financial win for the community. **www.CristaSeniorLiving.org**