

THE RESULTS AGENCY

ADage
Marketing Group

**OUTCOMES
REPORT**

PRESENTED 2021

OUTLINE

ACTUAL CLIENT OUTCOMES REPORT



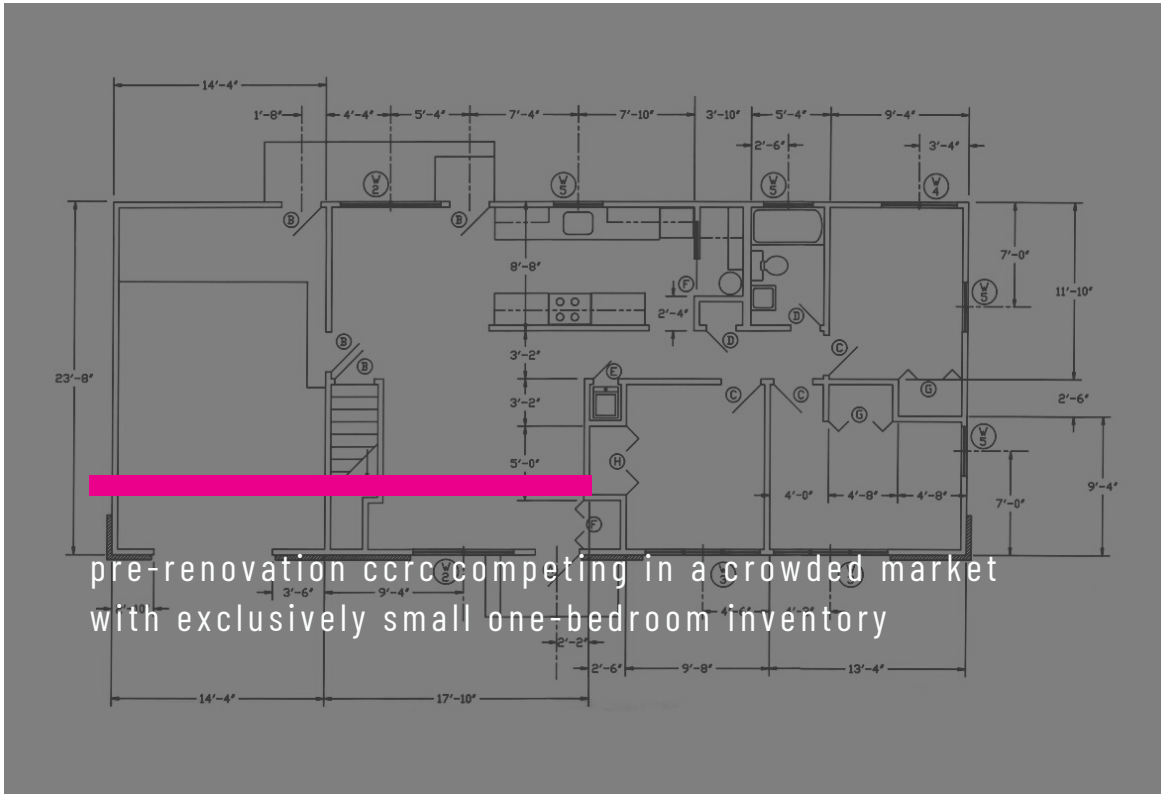
30,000 FT STRATEGY TO EXECUTION

Every organization is unique - that's why partnerships with ADage are always a customized program based on individual market needs, community lifecycle and current objectives.

HANDS-ON TACTICAL SUCCESS

Included in this report are types of strategic support that drove measurable results and uncovered actionable insights that led to further refinement of the overall marketing strategy and brand position - more importantly, we built census and increased market share.

CHALLENGE & APPROACH



CHALLENGE

Small, 520-square foot one-bedroom apartments comprise nearly 45% of Acts' three Cornerstone Communities (Fort Washington Estates, Gwynedd Estates, and Spring House Estates).

While Acts has worked to reposition some of this inventory through creating larger combination apartments, the challenges of selling these small apartments to our prospects continues to be part of our product marketing strategy.

The market in which these communities compete provides many options - other Type A CCRCs, Fee-For-Service communities, rental, and in home care - are all available in this market.

APPROACH

1. Initial efforts to begin the repositioning:
 - Ceiling-to-Floor Segmentation
 - Attitudinal Research
 - Customized Events
 - Marketing to Adult Children
2. Created individual direct marketing campaigns for each segment and identifying messages that resonated with these prospects around campus amenities and cost savings
3. Supported direct marketing initiatives with a completely revamped, lifestyle-focused paid media plan
4. Created opportunities to raise awareness through outreach to select area professional
5. Reinforced sales training to enhance discovery process
6. Utilized CRM data trends to monitor and adjust strategy

START WITH THE WHY

Today's consumer is significantly different from previous years, in terms of their expectations and ability to access information on their own. The event marketing approach has declined in success in recent years, as many organizations are posting similar information online in blogs, infographics and news articles. Today's prospect doesn't need to come to a community to become educated about senior living; however, that is not to say that the information that they are accessing is necessarily correct or right for their unique situation and life journey.

Using the insight gained from the Prospect Profile Development efforts, we delivered highly targeted direct mail and print messaging that resonates with the reader on a deeper level and leverages our understanding of their unique journey to advance them through the sales process.

To ensure a seamless experience, the photos and publications chosen will be reflective of the 'ideal' prospect as it relates to those tactical efforts where appropriate.

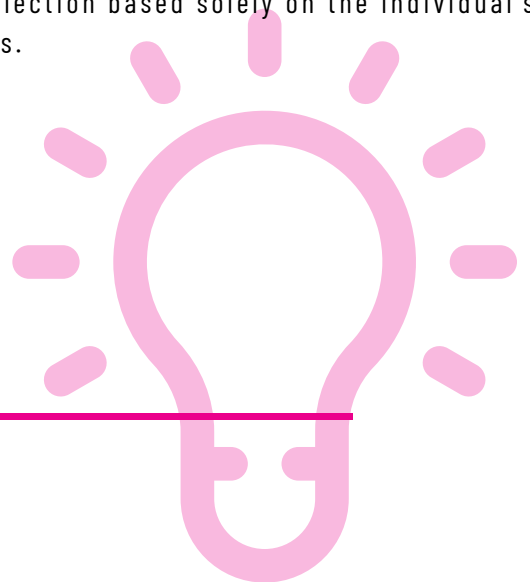
The direct mail lists were trimmed down considerably to control both cost and audience, including but not limited to: couples and singles who wouldn't financially qualify for a two-bedroom but can afford a one-bedroom, a single person who could afford a one-bedroom based on a teacher, union worker, military or nurses pension.

The direct mail criteria had both a bottom and top end-range for the income, clearer incorporation of net worth/assets, tightened geography based on historical lead data and could include psychographic and behavioral profiling.

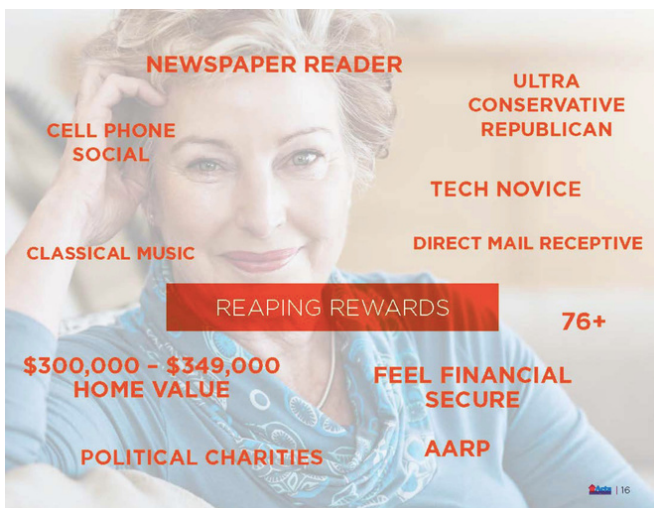
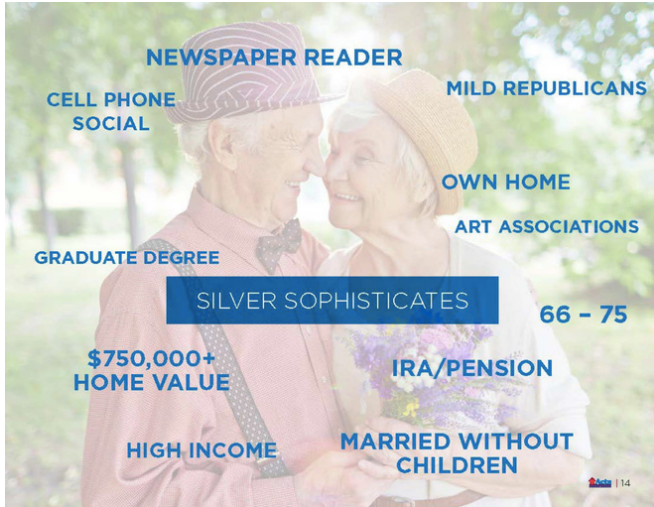
The print advertising was based only in those lifestyle or retirement planning publications that would be appropriate for our target audience, as opposed to the previous program of display advertising.

The call-to-action, instead of being event focused, was related directly to the messaging and target audience, so it varied and included a wide range of ways to connect with the community, such as a 'Staycation' with tickets to the Ambler Theater, consultation with the transition coordinator, or a 'Passport' program to invite them to participate in on-campus activities with residents - all designed to allow them to experience the lifestyle firsthand, instead of being told how it would benefit them, adding ongoing opportunities to advance them through the sales process.

Throughout the entire campaign, a focus on presenting the three communities as one offering, with the selection based solely on the individual's preferences.



FOCUS ON THE TARGET



FIND THE CIRCLE OF INFLUENCE

Given the current climate of adult children influencing their parent's decision to shop for and select a community, it would prove advantageous to be prepared to facilitate the communication in an effective way, positioning the communities as a resource to the influencer audience.

To ensure that the marketing efforts target the adult children of the exact target prospect desired, the direct mail lists purchased would be utilized to do an "AC Connector" that lives in-state, though additional criteria can be added, such as income and age to further refine the list.

The campaigns included Informed Delivery to incorporate online follow up and the added benefit of digitally delivery of the offline mail piece.

DESIGNED TO DELIVER

JUST BECAUSE YOU'RE RETIRED, DOESN'T MEAN YOU CAN'T ENJOY Back-to-School Savings!

Scratch to REVEAL!

Act Now and Take Advantage of Your Secret Savings!

Why pay for space you don't use? Our affordable one-bedroom Freedom residences are spacious and include everything we have to offer - great dining, interesting programs, social events, robust activities, trips, entertainment and more! It's less clutter, less worry, more living.

For more information, visit www.Acts-Surprise.com or call **888.513.6612**.

375 Morris Road
PO Box 90
West Point, PA 19486

SPRING HOUSE ESTATES
728 Norristown Road
Lower Gwynedd

GWYNEDD ESTATES
301 Norristown Road
Ambler

FORT WASHINGTON ESTATES
735 Susquehanna Road
Fort Washington

THANK YOU

Acts
RETIREMENT LIFE COMMUNITIES
Where Loving-Kindness Lives

A Career of Service DESERVES A RETIREMENT OF REWARD

You've Earned It.

You've served our country with honor and distinction. Now you deserve a retirement that reflects your level of commitment.

You'll find it at Acts.

Your own maintenance-free apartment. A thriving, beautifully renovated community rich with activities and opportunities. An active social life. Delicious dining. Security and peace of mind. The company of new friends. And more.

375 Morris Road
PO Box 90
West Point, PA 19486

Acts
RETIREMENT LIFE COMMUNITIES
Where Loving-Kindness Lives

EXPERIENCE OUR SERVICE

Schedule a visit by July 31 to enjoy dinner with our resident ambassadors, and receive a voucher for an on-site program of your choice.

888.675.0851 | www.Acts-Veterans.org

The Time to Talk to Your Parents About Senior Living Is Now.

We Can Help You Start the Conversation.

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The Time to Talk to Your Parents About Senior Living Is Now.

We Can Help You Start the Conversation.

We're Talking About Today's Senior Living. And So Can You.

The time to talk to your parents about senior living is now, while they are healthy and independent, and can share with you their goals and wishes for the future.

Don't wait until there's an emergency, have the important discussion now.

375 Morris Road
PO Box 90
West Point, PA 19486

START TALKING

By talking now, you and your parents have time to make the most appropriate choices for everyone involved. Contact us today to receive your FREE copy of **Senior Living 101: Be Empowered!**

888.675.0851

DESIGNED TO DELIVER

TICKET

I want to see how a ONE-bedroom is perfect for the TW♥ of us

Name: _____

Date: _____

Life Care Consultant: _____

Community Name: _____

Three Community Choices TO FIT YOUR LIFESTYLE! AND YOUR BUDGET.

It's always been the two of you, working, planning, dreaming of tomorrow. And now it's here. You deserve the lifestyle you've always envisioned - at an exceptional value.

With the variety of Acts communities in suburban Philadelphia, you'll find the one to fit your needs, expectations and budget.

So many options. So many services and amenities. So many choices. All with one purpose - to provide you with exceptional retirement living that's within your reach.

Win Dinner and a Show for Two
Tour an Acts community by July 31 and be registered to win dinner for two at the community and tickets to the Ambler Theater.

For more information, visit www.Acts-Staycation.com or call 888.497.9462.

Our one-bedroom Freedom residences include everything Acts has to offer - great dining, interesting programs, social events, robust activities, trips, entertainment and more! You can enjoy all of the space needed for an engaging retirement lifestyle - just outside your door - with our array of amenities. With us, you are free from home maintenance headaches, giving you freedom to live life to the fullest!

Fall for Acts.
Call today for information on rates, availability and upcoming savings opportunities at our Life Care communities!
www.FallForActs.org • 888.260.1266

SPRING HOUSE ESTATES
728 Norristown Road | Lower Gwynedd

GWYNEDD ESTATES
301 Norristown Road | Ambler

FORT WASHINGTON ESTATES
735 Susquehanna Road | Fort Washington

The total monthly living expenses at an Acts Retirement Life Community are likely similar to - if not less than - what you are spending in your current home. **But at Acts, you get more for your money.** As a Life Care community, your money includes your residence, a variety of services, access to all our amenities, plus the assurance of health care, if ever needed.

Fall for Acts.
Call today for information on rates, availability and upcoming savings opportunities at our Life Care communities!
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One size doesn't fit all, so Acts Retirement Life Communities has a variety of exceptional locations to choose from close to your own neighborhood. Each one has its own unique and distinct personality, sure to match your needs and interests. So whatever your passion may be - large and bustling, small and serene, sports-minded, art-focused - you name it - we've got an Acts community for you!

Fall for Acts.
Call today for information on rates, availability and upcoming savings opportunities at our Life Care communities!
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DATA-DRIVEN, DATA PROVEN



**New Leads
DOUBLED YoY**



Targeted Units were

of Total Annual Sales!

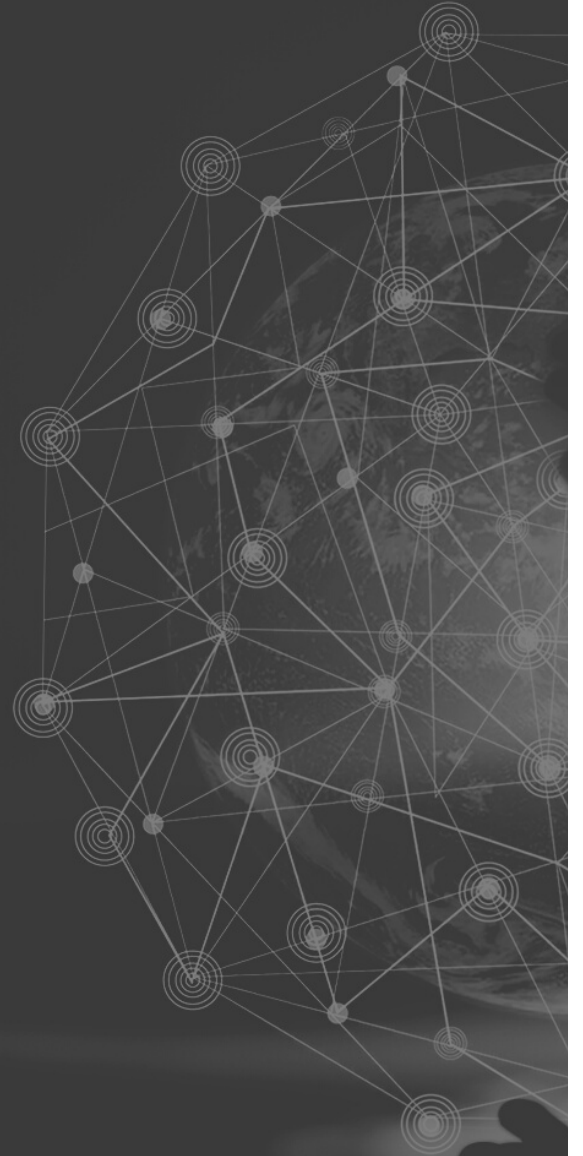
Leadership



DIANA MOORE
Co-Founder
37 years of experience.
Solution focused,
Cost conscious.
Market savvy.



Adriene Mansfield
Co-Founder
18 years of experience.
Data-driven.
Brain-friendly branding.
Analytics obsessed.



THE RESULTS AGENCY

AGENCY OVERVIEW

Agile disruptors. Transparent teammates. Connected, responsive listeners. Tireless solution-finders.

It's not just our years of experience, deep industry knowledge or reputation for innovation that makes ADage Marketing Group an exceptional partner. Our clients tell us that it's because we are the people that they trust to be there when they need us and to deliver the results they need, every single time, on-time and in-budget.

The senior living marketing sphere is full of companies that employ talented people, organizations that offer a team of specialists and departments organized around specific services; ADage does things differently. We peel away layer after layer of corporate cost to the core of what makes a firm great – agile, innovative marketers that can function cross-department, cross-channel and react quickly to meet our partner's challenges head-on and ready to respond.

Our partners choose us because they trust us – to deliver the solution that fits the challenge at a cost that works within their budget.

After years of mergers and acquisitions, the senior living marketing space has been left with a handful of competitors who take ever-increasingly similar approaches, all stacked with cumbersome layers of expensive staffing and only able to react to market changes in long-lead time frames, leaving many opportunities for clients to capture attention – and leads – unfulfilled.

ADage Marketing Group is a woman-owned and led team that brings together over five decades of industry experience to deliver every senior living partner integrated strategies designed to build census, gain market share and ensure a competitive edge.

We deliver unique solutions by leveraging proven approaches with creative insight.

DISRUPTING THE SENIOR LIVING SALES & MARKETING INDUSTRY

ADage
Marketing Group

Questions?

We can't wait to answer them!
ADRIENNE@ADAGEMARKETINGGROUP.COM

ADagemarketinggroup.com