

Seabury At Home

Healthcare / INDUSTRY

New Haven, CT / LOCATION

Nicholas Olear / DIRECTOR OF SEABURY AT HOME

BUSINESS IMPACT

72 Event-Driven Print Ads Each Year



Seabury At Home built regional brand interest promoting events through HCMG's daily New Haven Register.

2x Attendance At Informational Events



Seabury doubled attendance at its future planning seminars, the primary source of its member growth.

OVERVIEW

Business Challenge

Renowned for its 60+ acre senior community in northern CT, Seabury was witnessing the growing trend of seniors preferring to remain in their own homes. To support more seniors living independently, Seabury initiated legislation in 2008 to become the state's first home-based Life Care program. It launched the new service in southern CT as "Seabury At Home" to stay true to its flagship brand. However, a new name in a new area posed a risk to the fast start it needed to validate the new program. Seabury set out to find a partner that could promote its innovative service to affluent retirees within its target market.

Campaign Strategy

HCMG built an extensive campaign to raise awareness for Seabury At Home and its life-changing services. The campaign employs a direct tone to communicate the program's many benefits. It also promotes local seminars, which provide seniors with valuable information directly from Seabury's expert staff. HCMG delivers this message to Seabury's core affluent senior demographic by placing ads in the New Haven Register newspaper and select digital channels like nhregister.com and Facebook. Each element of the campaign uses consistent branding to build recognition and prominent calls to action to drive seniors to inquire.

PRODUCTS



PRINT
ADVERTISING



NEWS SITE
DISPLAY



AUDIENCE EXT.
DISPLAY



SOCIAL MEDIA
MARKETING



EMAIL
MARKETING

CAMPAIGN ELEMENTS

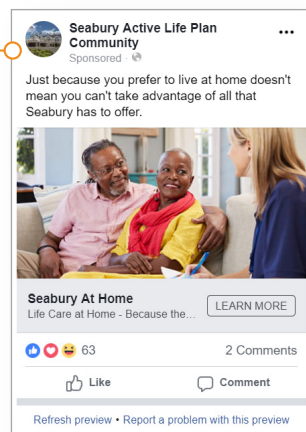
Print Advertising

To break through in a new market, Seabury At Home advertises in the New Haven Register, the #1 local news source area seniors have counted on for decades. Six half-page ads run across the paper each month educating residents about Seabury At Home's pioneering healthcare program. Concise and direct copy informs readers about the on-demand healthcare professionals' high level of service as well as the freedom and financial well-being the program affords. Ads also promote upcoming informational sessions and luncheons to build trust and familiarize seniors with the Seabury standard of care. Creative exemplifies seniors enjoying activities and spending time with family in the comfort of their homes.



Social Media Marketing

Sponsored social ads delivered hundreds of interested seniors to Seabury's team using Facebook's precise targeting capabilities that use demographics and a demonstrated interest in retirement and healthcare. Creative emphasizes the peace of mind and security Seabury affords for seniors remaining in their home.



Email Marketing

Monthly email messages deliver information on future planning seminars and program details to prospective seniors in the New Haven area. Age, household income, and behavioral indicators such as financial planning, retirement, and healthcare refined Seabury At Home's recipient list of ideal clientele.



Display Advertising

Seabury At Home's display ads on nhregister.com and a network of popular sites convey the brand tagline "Make Plans to Stay Home" to build continuity with the brand's overarching mission. The ads sites target Seabury's ideal senior audience using geographic perimeters around New Haven, age and income.



"HCMG's team has been instrumental in helping us reach the New Haven market and connect with hundreds of new clients. Their prominent visibility has maximized our reach across New Haven."

NICHOLAS OLEAR | Director of Seabury At Home