THE RUSSELL HILL

Retirement by Signature

THE LIVING LIST

CLASS OF RIGHT NOW

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AGENDA

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03	Event Marketing and Public Relations
04	Social Media Marketing
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OBJECTIVES & TARGET

Campaign Objectives

- **Increase Awareness –** Introduce The Russell Hill and The Living List to adult children and prospective residents.
- **Build Emotional Connection** – Use authentic resident stories to showcase life beyond retirement.
- **Drive Action** – Encourage audiences to watch stories, attend events, book tours, and inquire about living at Russell Hill.
- **Create Lasting Content** – Develop a reusable storytelling platform for future videos, social media, email, and events.

Target Audience

Primary Audience
Adult Daughters and Family Decision Makers (45–65)

- Researching retirement living for a parent
- Seeking safety, dignity, and peace of mind
- Busy, comparison-driven decision-makers

Secondary Audience
Prospective Residents (75+)

- Independent older adults
- Value choice, community, and independence
- Want a new chapter—not a loss of identity

THE LIVING LIST CONCEPT

The Big Idea:

A Yearbook That Looks Forward

- Celebrates the stories residents are still writing.
- Yearbook portraits transform into real Living List experiences.
- Premium yearbook aesthetic featuring warm photography, refined typography, handwritten details, and authentic resident stories.

Why This Concept Works

- Reframes retirement as a new beginning.
- Authentic resident stories build trust.
- Works across all campaign channels.
- Inspires audiences to imagine their next chapter.

OUR CHANNELS

EVENT MARKETING AND PUBLIC RELATIONS

Diner Reception – Attendees enjoy an elegant Diner that encourages conversation between residents, families, prospective residents, and staff in a warm, relaxed setting.

Red Carpet Arrival – Guests are welcomed with a red carpet entrance where professional photos and videos capture the excitement and create premium, shareable content for social media and PR.

Welcome Speech – The Executive Director introduces the event with a message about embracing new beginnings, creating meaningful memories, and continuing to pursue new passions and experiences.

Yearbook Reveal – Residents are presented with the first edition of The Living List Yearbook, celebrating their personal stories, achievements, and future aspirations.

Yearbook Sharing & Signing – Residents, families, and guests browse the yearbook together and leave heartfelt messages, creating a keepsake that strengthens personal connections.

Lunch games and prizes- interactive games and questions about the living list theme are held to entertain the guests.

Living list wall/ hobbies i want to try - interactive games and questions about the living list theme are held to entertain the guests.



Media community outreach- conect with outside media sources like news papers and community organizations



SOCIAL MEDIA MARKETING

CHANNEL

Facebook (Organic + Boosted)

OBJECTIVE

Build emotional connection with prospective residents and adult children by showcasing authentic resident stories and driving registrations for the Class of Right Now Yearbook Reveal event.

TACTICS

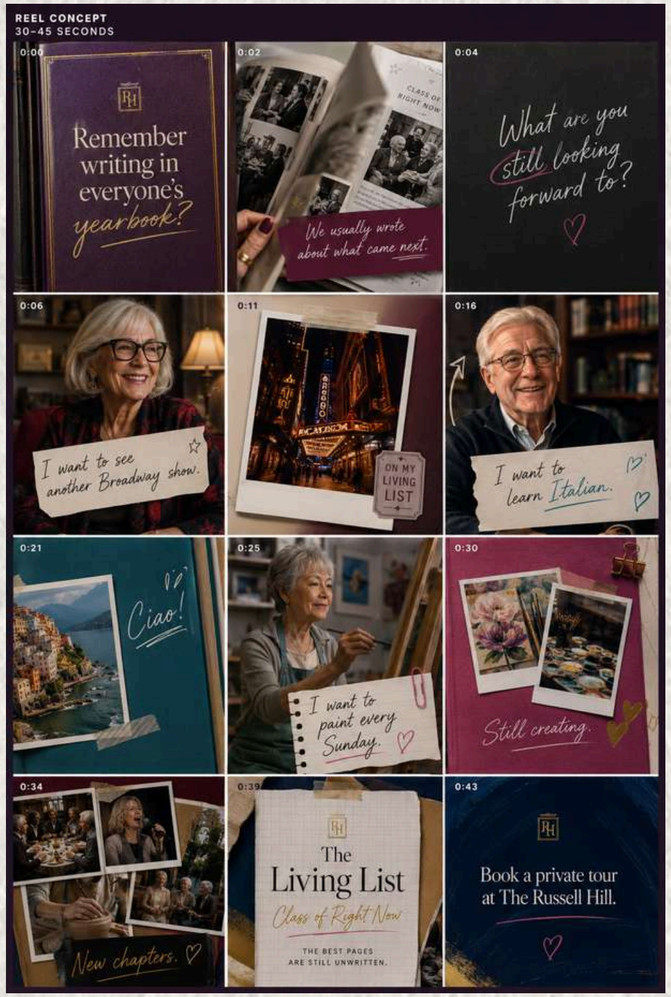
- Carousel Posts
- Short-form Reels

Yearbook Event → Resident Stories → Facebook Content → Awareness & Engagement



CONTENT MOCKUPS





PURPOSE

Keep the Living List alive after the event by sharing authentic stories that audiences can follow throughout the campaign.

Show (not tell) that life at Russell Hill is still full of possibility through real resident experiences.

VIDEO MARKETING



TACTIC

- **YouTube (Skippable In-Stream and In-feed Video Ads)**
- Drives viewers to **book a tour** through authentic resident stories (awareness)
- Two versions of video ad (full video and 30-60 second short)

BUDGETING

- **Skippable In-Stream + In-feed Ads** to maximize views while encouraging voluntary engagement

WHERE?

- **The Russell Hill YouTube channel** and **YouTube Ads**
- Targeting Midtown Toronto, Forest Hill, Yorkville, Rosedale, and Summerhill

VIDEO MARKETING



WHY YOUTUBE?

- **Authentic Storytelling:** Gives residents' personalities, aspirations, and experiences time to unfold naturally.
- **Builds Trust & Connection:** Creates emotional connections with prospective residents and their families before booking a tour.
- **YouTube** is one of the most-used social platforms among older generations

AUDIENCE RESONANCE

Adult Children (45–65)

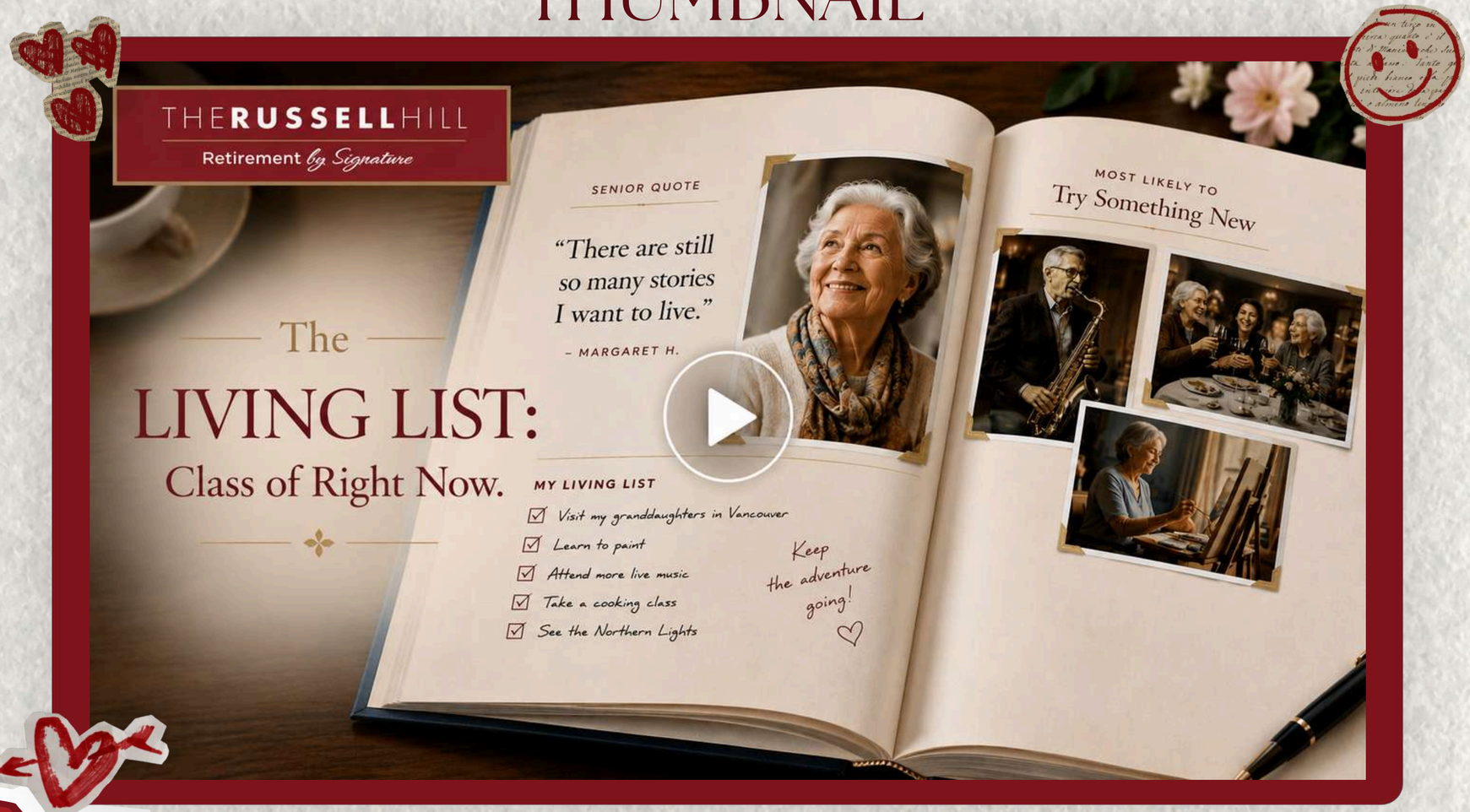
- Reassures families by showing loved ones living meaningful, independent lives

Prospective Residents (75+)

- Helps them picture themselves continuing hobbies, friendships, and new experiences at Russell Hill

CREATIVE MOCKUP- VIDEO

THUMBNAIL



CREATIVE MOCKUP- VIDEO

STORYBOARD

The Living List: Class of Right Now.

VIDEO STORYBOARD (90s)

1. 0:00 – 0:05



SFX: Book opening.
soft room ambience.

2. 0:05 – 0:10



VO: "A yearbook usually tells the story of where you've been."

3. 0:10 – 0:16



VO: "But what if it could tell the story of what's still ahead?"

4. 0:16 – 0:22



Camera pushes into the photo.
The still image comes to life.

5. 0:22 – 0:30



Resident A (on camera):
Real quote about their Living List wish and why it matters.

6. 0:30 – 0:34



Cut back to yearbook. Page turns to a "Most Likely To..." superlative.

7. 0:34 – 0:42



Resident B (on camera):
Real quote about their experience.

8. 0:42 – 0:48



VO: "Some dreams are big."
Candid shots.

9. 0:48 – 0:52



VO: "Some are wonderfully simple."
Fast page flips.

10. 0:52 – 0:58



Resident C (on camera):
Short, genuine quote (humorous or unexpected).

11. 0:58 – 1:07



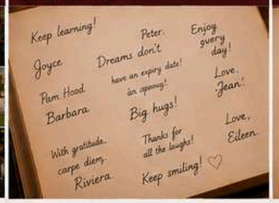
Resident C's photo comes alive.
Footage of their Living List experience, including creating art.

12. 1:07 – 1:14



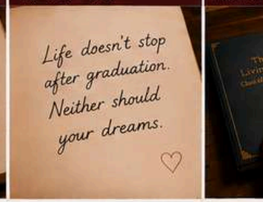
Layer natural soundbites:
"I've always wanted to..."
"Why not?" / laughter / reactions.
Fast montage with music lift.

13. 1:14 – 1:20



Return to yearbook. Pages filled with signatures and handwritten notes.
Slow, reflective camera move.

14. 1:20 – 1:25



VO: "The best stories aren't always behind us."

15. 1:25 – 1:35



Yearbook closes.
On-screen text / VO:
"Life doesn't stop after graduation.
Neither should your dreams."
SUPER: Book a Tour at The Russell Hill.

CREATIVE MOCKUP- VIDEO

THUMBNAIL

- Elegant yearbook-inspired design featuring "The Living List: Class of Right Now."
- Resident portraits styled as yearbook photos
- Warm, premium aesthetic that reflects Russell Hill's brand and invites viewers to watch

VIDEO FLOW

- Opens with someone flipping through a yearbook.
- Each spread introduces a resident and a Living List aspiration
- Yearbook photos transition into cinematic footage of residents achieving their goals
- "Most Likely To..." pages provide playful transitions between stories

ENDING

- The final signed yearbook page reveals:

"Life doesn't stop after graduation.
Neither should your dreams."

- CTA: Book a Tour at The Russell Hill.

SUPPORTING FOOTAGE

- Authentic Living List resident experiences
- Highlights from the campaign PR event

DIRECT MARKETING

TACTIC: EMAIL NEWSLETTER

Email allows The Russell Hill to speak to both audiences in a personal way. Adult daughters can receive reassurance about safety, support, lifestyle, and trust, while prospective residents can receive warm stories about independence, dignity, culture, and community.

This fits the brief’s direction that the campaign must make families feel reassured while making residents feel respected, excited, and in control of their next chapter.

The email newsletter will look like a polished digital yearbook page from “The Living List - The Class of Right Now.” The top header will include the Russell Hill logo, followed by the campaign headline. The hero image will show a senior resident smiling while holding a yearbook-style card that will include a short story showing that their life is still active, meaningful, and full of new memories.
The email will include three small sections: This Month’s Living List Story, Upcoming Prom-Themed Event, and Book a Private Tour. The main CTA button will say “RSVP” or “Book a Tour.”

CREATIVE MOCKUP - EMAIL

THE**RUSSELL**HILL
Retirement *by Signature*

THE LIVING LIST

THE CLASS OF RIGHT NOW

This Month's
The *Living List*



The Class of
Right Now

This Month's Living List Story

Meet Dolores, who is most likely to become a famous radio DJ. She wakes up every morning and..... show more

Prom-Themed Event

Join us for a magical prom-themed evening! Re-experience an unforgettable night filled with dancing, music, and fun. Don't miss out on this enchanting opportunity to create wonderful memories together.

SEE DETAILS NOW

Book a Private Tour

Experience the Russell Hill for yourself. Book a private tour and discover a community where life continues beautifully.

BOOK A PRIVATE TOUR



MEDIA BLOCKING

Channel	week 1	week 2	week 3	week 4	week 5	week 6	week 7	Week 8
Facebook ads								
Facebook Reel								
Email								
Pr Event								
Youtube Ads								
Media outreach								
Facebook retargeting								
Landing Page								

BUDGET SUMMARY

Channel	Tactic	Budget (CAD)
Facebook Marketing	Boosted Feed Posts	$1,300
	Sponsored Facebook Reels	$900
	Facebook Retargeting Campaign	$700
Facebook Total		**$2,900**
Youtube Video Marketing	YouTube Skippable In-Stream Ads	$3,500
	YouTube In-Feed Video Ads	$2,000
Video Marketing Total		**$5,500**
Direct Marketing	Email Newsletter (Mailchimp Platform Subscription)	**$800**
PR & Media Relations	Press Release Distribution	**$0 (Earned Media)**
	Media Outreach	**$0 (Earned Media)**
Optimization	Optimization Reserve	**$800**
TOTAL MEDIA SPEND		**$10,000**

The media budget prioritizes high-impact digital channels, while owned and earned media extend campaign reach at no additional media cost. Event production expenses are managed separately from the media budget.



SUCCESS MEASUREMENT SUMMARY

Awareness

- 20,000 Facebook Impressions
- Earn 2,000 Video Views on YouTube
- 5 PR Mentions
- 35% Email Open Rate

Consideration

- 1500 Landing Page Visits
- 250 CTA Clicks to Website Throughout all Channels

Engagement

- Increase Facebook engagement rate by 5% (Likes, Comments & Shares)
- 4% Email Click-Through Rate
- 100 Event RSVPs

Conversions

- Generate 30 Tour Bookings (Primary KPI)
- Generate 50 Website Inquiry Forms

Campaign Goal

Build awareness, earn trust, and inspire prospective residents and their families to take the next step with The Russell Hill.



CONCLUSION

THE LIVING LIST: CLASS OF RIGHT NOW

A campaign that celebrates who residents are today, and who they're still becoming.

- Inspires prospective residents through authentic stories
- Reassures families with meaningful moments
- Positions The Russell Hill as a community where life continues with purpose, connection, and joy

The best pages are still unwritten.

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Canadian seniors more connected than ever. https://www.statcan.gc.ca/o1/en/plus/4288-canadian-seniors-more-connected-ever

THANK YOU

PRESENTED BY
THE CAT & CUP COLLECTIVE