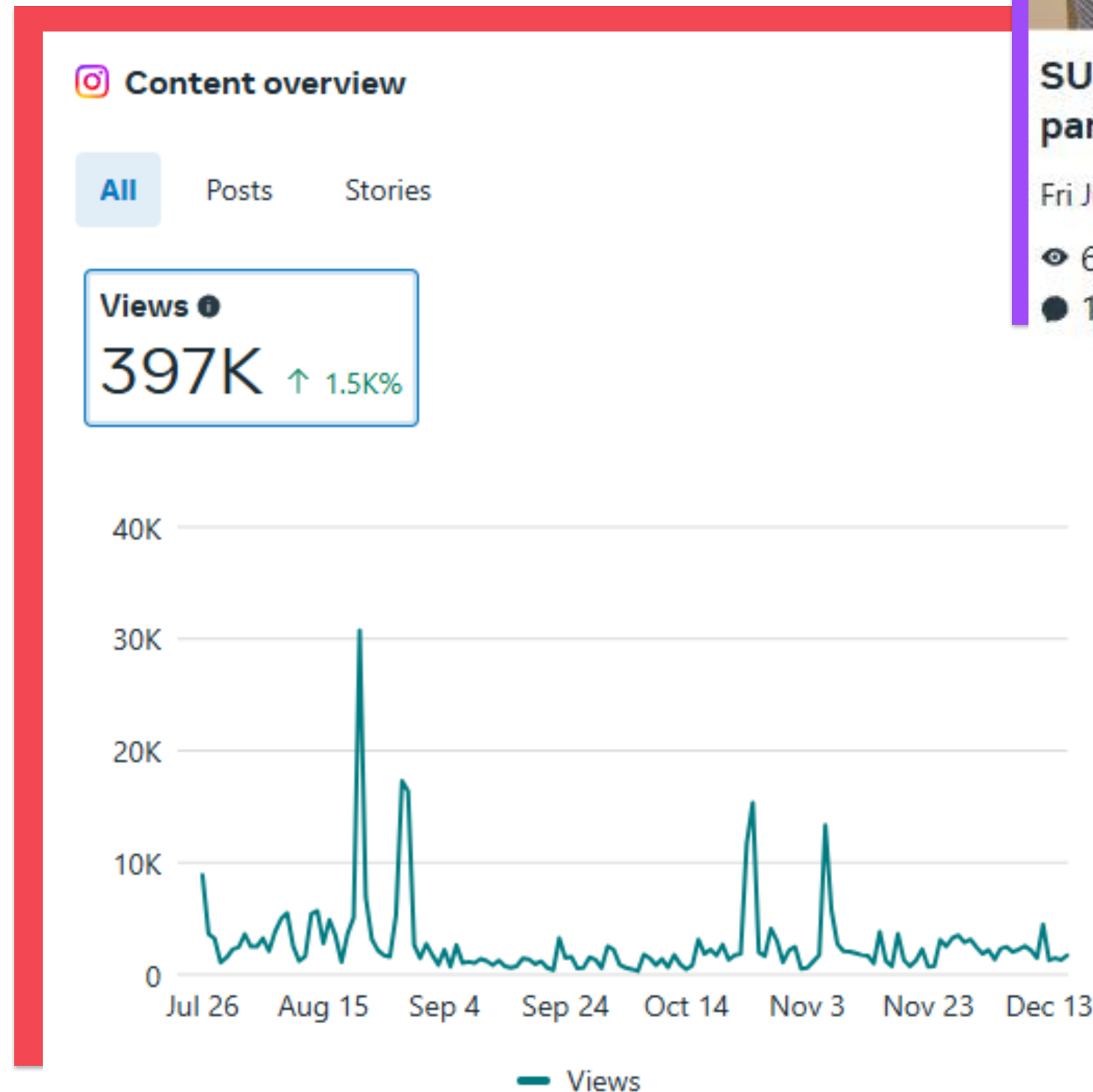


# Arrow Senior Living Instagram Page Analytics During the Campaign

The campaign achieved 397,000 total views, reflecting a 1,500% increase in engagement.

- Featured content included stories highlighting real residents enjoying Silverts Adaptive clothing.
- Top-performing post, "Twinning in style with Silvert's Adaptive," garnered 35,800 views.
- Campaign highlighted inclusivity and the joy of senior living, resonating with viewers.
- Demonstrated a significant spike in Instagram analytics during key posting dates in August and beyond.



surprising our resident with new SILVERTS clothes

**SURPRISE! We partnered with...**

Fri Jul 26, 6:33am

6.2K views, 118 likes, 10 comments, 5 shares

get ready with Jo for a photoshoot!

**Get ready with Jo for her @silverts\_adapti...**

Fri Aug 2, 9:01am

8.2K views, 96 likes, 8 comments, 10 shares

when your Silverts models get a little too comfortable

**Why struggle with buttons when...**

Tue Aug 20, 2:26pm

201 views, 164 likes, 20 comments, 7 shares

when you show up in the same Silverts shirt...

**Twinning in style with our @silverts\_adapti...**

Fri Jul 26, 2:39pm

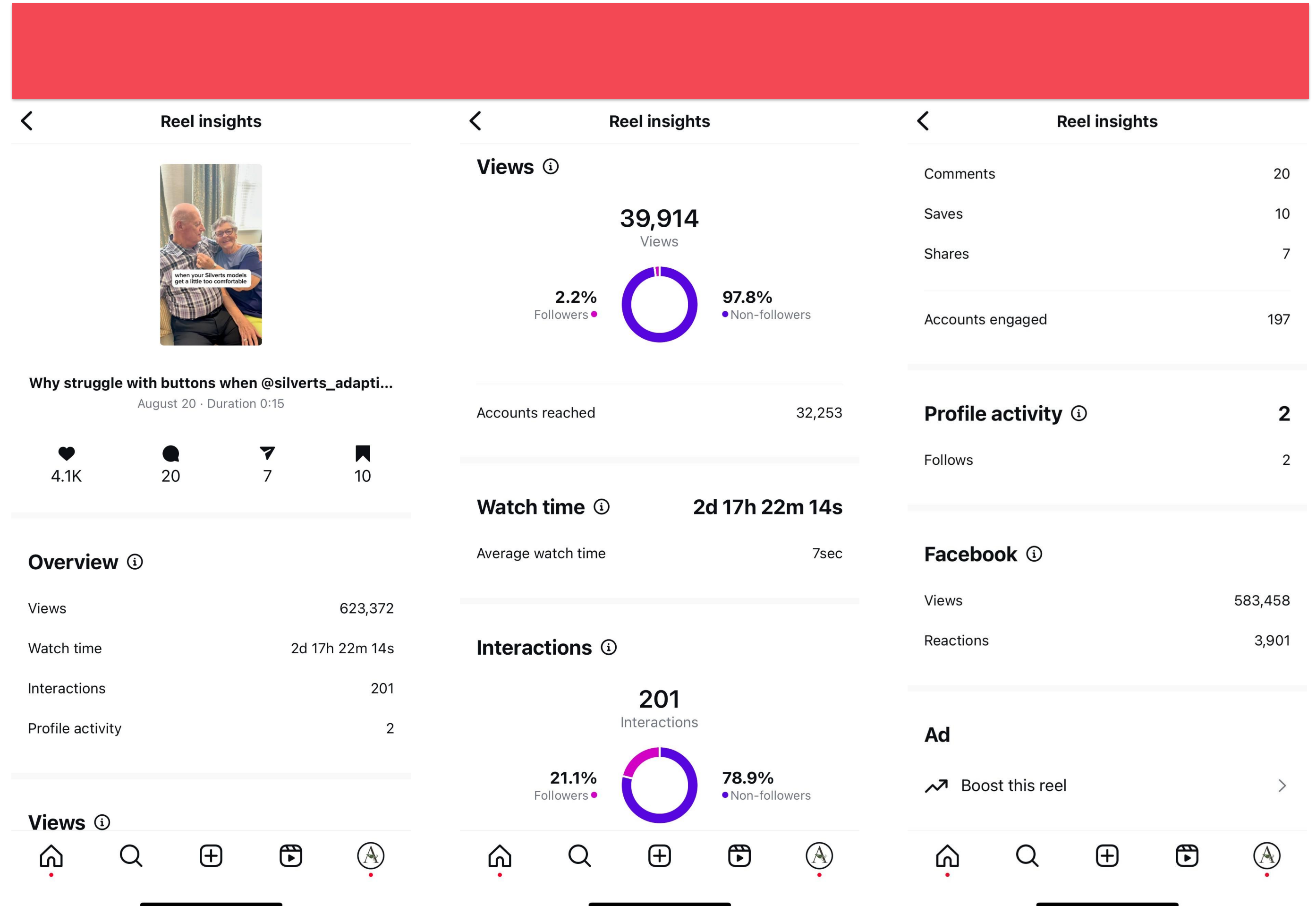
35.8K views, 79 likes, 1 comment, 2 shares

# Silverts Adaptive x Arrow Senior Living | Social Media Campaign

## Instagram reel:





### "Why struggle with buttons"

- Over 97% of the views came from non-followers, demonstrating campaign reach to new audiences.
- Total watch time exceeded two days and seventeen hours, with an average watch time of seven seconds per viewer.
- The reel generated 201 interactions, including 20 comments, 7 shares, and 10 saves.
- Facebook integration amplified reach, contributing 583,458 views and 3,901 reactions.



# Spotlight on Top TikToks: Highlight and Insights

- These four TikToks have a combined engagement of 11,000 views, 196 likes, 12 comments, 24 shares, and 6 saves.
- Content highlights residents' joy and enthusiasm, reinforcing the campaign's authenticity and emotional connection.
- Strong viewer interest in videos showcasing behind-the-scenes and real resident experiences.

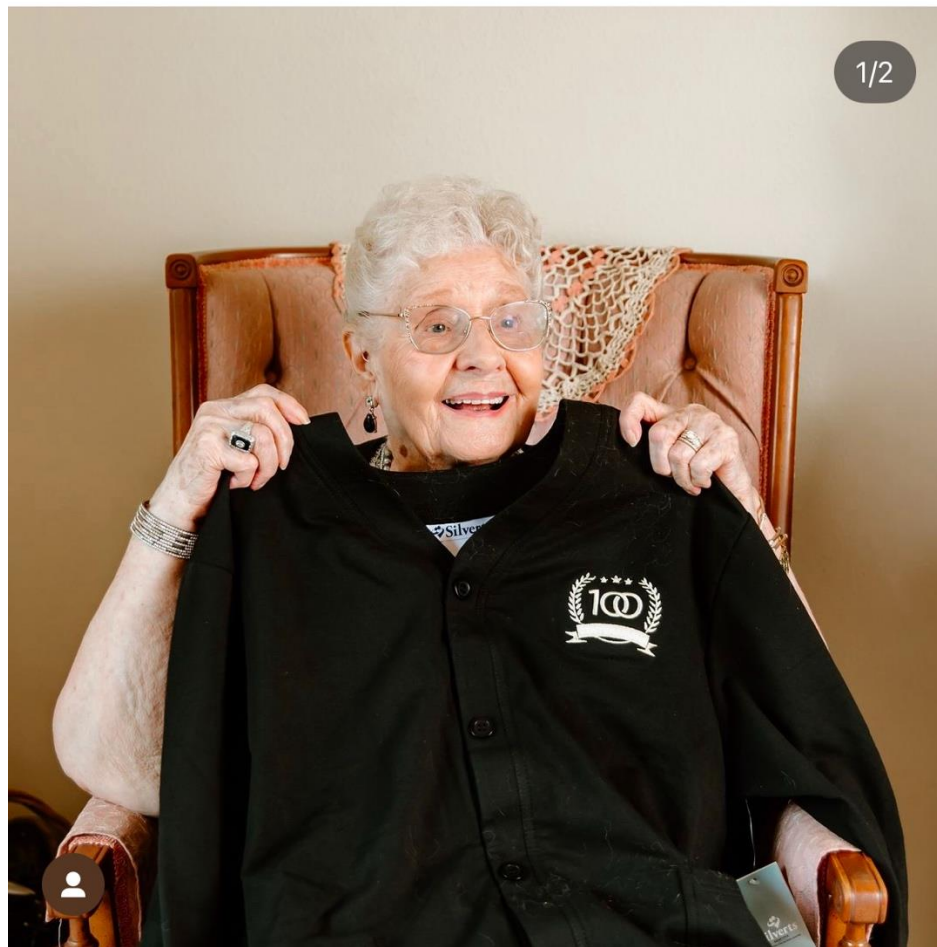
	<b>Get ready with Jo for her @Silverts photoshoot! #whatseniorliving</b> Posted on 8/2/2024	1,460	102	8	1	2
	<b>Caption: Why struggle with buttons when @silvertsadaptive make</b> Posted on 8/20/2024	1,465	69	2	2	2
	<b>A perfect match in every way! Ted and Betty are natural models!!</b> Posted on 10/22/2024	1,595	49	0	0	0
	<b>Linda got a little too excited about her @Silverts modeling gig. WI</b> Posted on 7/26/2024	11K	196	12	24	6



# Celebrate Centenarians with the Exclusive "Centenarian Sweater Club" In Partnership with Silvert's Adaptive

- Highlights residents' incredible milestone of 100+ years of life with custom-design sweaters
- Showcased heartfelt stories and photos of centenarians wearing their sweaters on social media.
- Honored the dignity and achievements of centenarian residents in a stylish yet meaningful way.
- Enhanced engagement by creating a personal and celebratory campaign focused on legacy and recognition.

arrowseniorliving and silverts\_adaptive



arrowseniorliving and silverts\_adaptive



arrowseniorliving and silverts\_adaptive



arrowseniorliving and silverts\_adaptive



# Celebrate Adaptive Fashion with a Community Fashion Show In Partnership with Silvert's Adaptive

- Residents across multiple communities came together to launch the Silverts winter line.
- The event highlighted confidence, individuality, and the joy of self-expression as residents modeled stylish, accessible clothing on the runway.
- Social media content captured heartwarming moments, resonating with both followers and non-followers.
- Reinforced the partnership's mission to blend fashion with functionality, enhancing residents' quality of life.

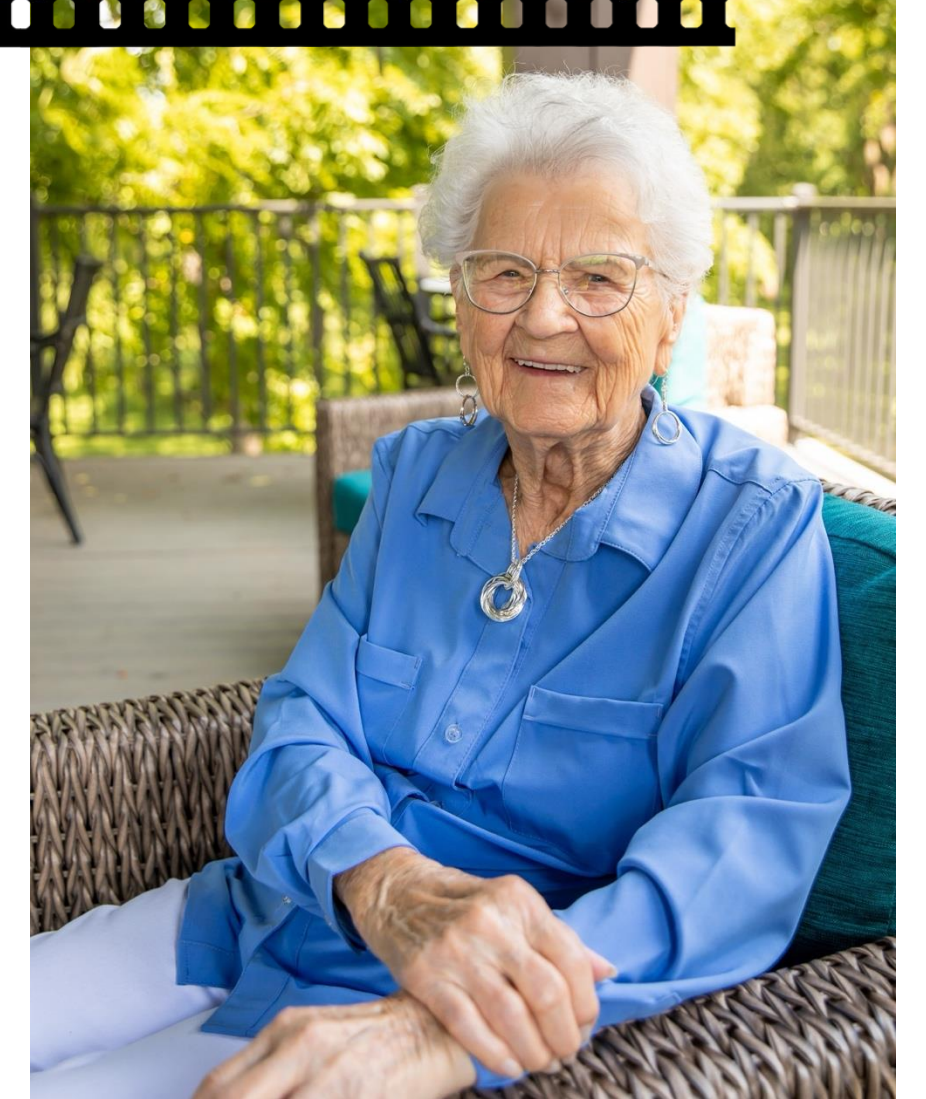


# Photoshoot Content

## Functional Adaptive Clothing

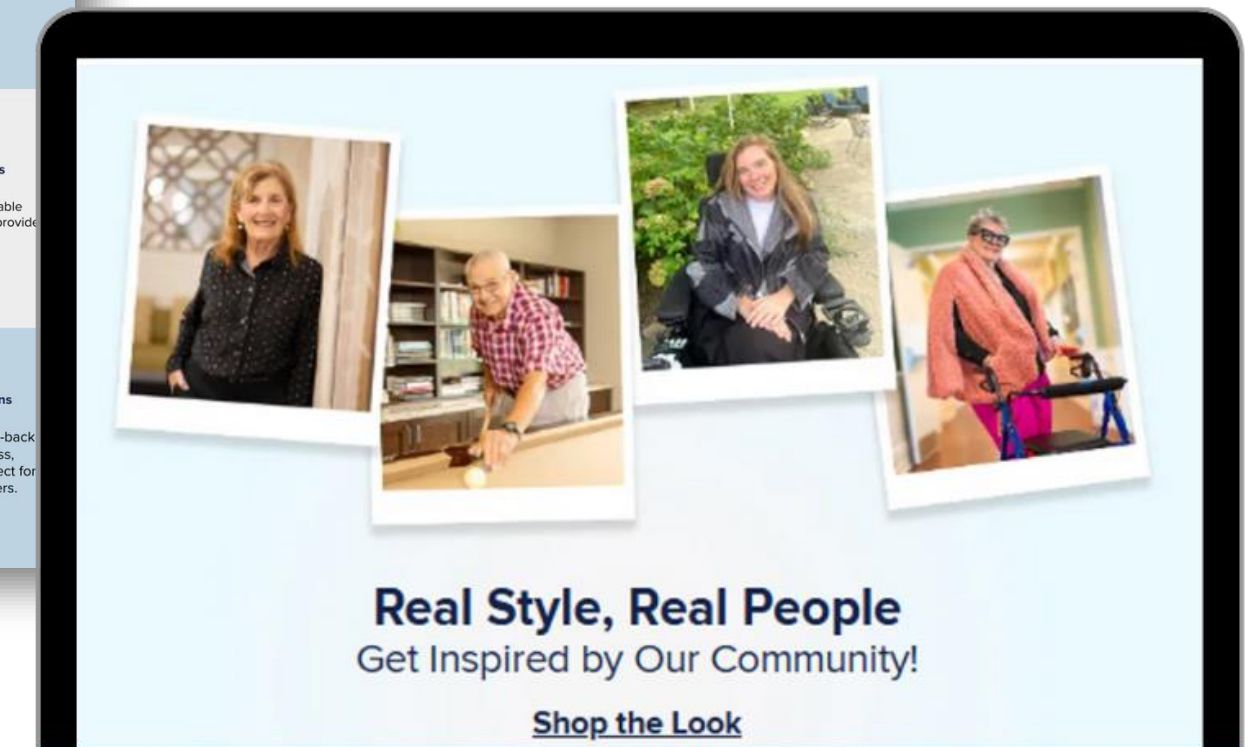
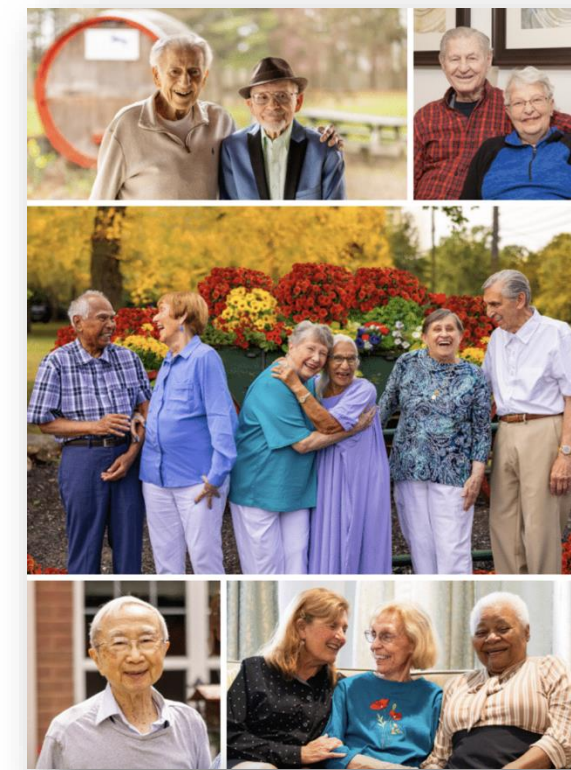


- Photoshoots were held across multiple communities
- Captured authentic and empowering moments showcasing inclusivity and confidence in senior living.
- Content utilized across various platforms, including websites, mailers, and social media channels.
- Highlighted the practical benefits of adaptive clothing while celebrating individuality and comfort.
- Fostered a sense of community and joy among residents through engaging photoshoots.
- Created a visual story that connects fashion and functionality with empowerment.
- Future: More styles and photoshoots across more communities are in the pipeline!



# From Photoshoots to Marketing Content Functional Adaptive Clothing

- Photos from collaborative photoshoots seamlessly integrated into marketing campaigns for both brands.
- Highlighted the lifestyle and personal stories of residents, showcasing the adaptability of Silverts' clothing.
- Materials featured across multiple platforms, including digital ads, community brochures, and referral promotions.
- Campaign reinforced the message of community, comfort, and style for senior living residents.
- Strengthened brand alignment by emphasizing shared values of inclusivity, functionality, and empowerment.
- Created visual appeal with diverse, joyful imagery that resonates with both current and potential residents.



## Silverts Adaptive x Arrow Senior Living | Social Media Campaign

### Key items addressed in campaign:

- Raising awareness for adaptive clothing, showcasing independence for seniors
- Partnership collaboration to support residents' quality of life
- Resident engagement, including "Granfluencers" program
- Promoting inclusivity and redefining what senior living looks like

### Results:

- Increased Engagement
- Brand Awareness
- Community Building

