Campaign Vision & Rationale

Optima Living set out to redefine the public's perception of senior living and to move prospects from curiosity to meaningful action. Optima Living believes life after retirement can be vibrant, creative, and opportunity-filled. The combined What If and Spring Open House initiatives were conceived as a multimedia project to challenge those stereotypes.

Through thoughtful, real-world examples — from rooftop patios that bring neighbours together to mornings shared around the pool — the campaign shows how Optima Living creates communities where residents feel at home, nurture their interests, and find joy in everyday moments. Its message reflects Optima Living's commitment to fostering places where people can continue to grow, belong, and thrive.

Purpose & Strategic Objectives

The integrated campaign aimed to elevate brand awareness, inspire fresh thinking about retirement living, and generate qualified leads for Optima Living communities across Western Canada.

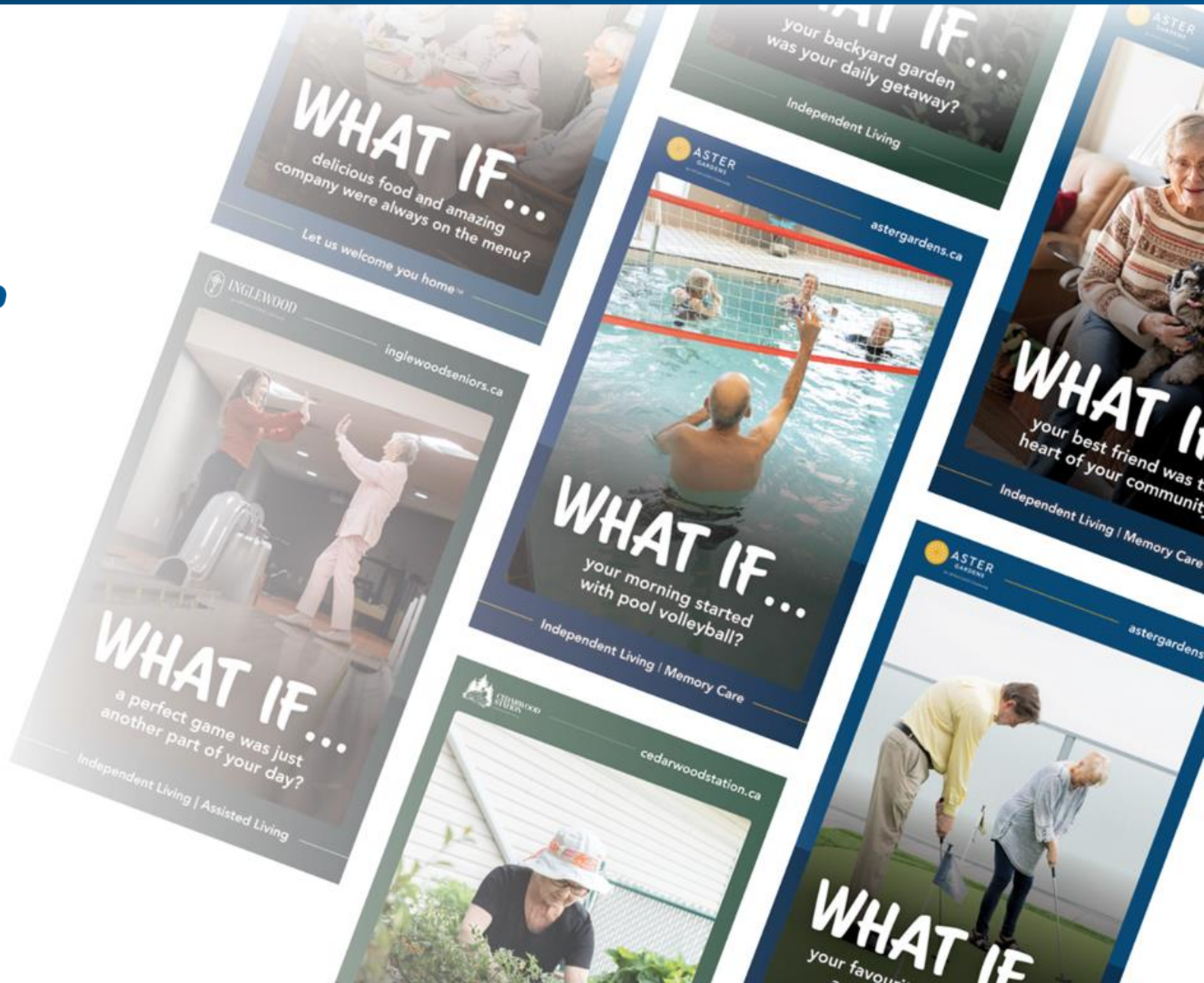
- **Awareness**: Use emotionally resonant video and paid social to reach new audiences and establish Optima Living as a thought leader in vibrant senior living.
- **Engagement**: Drive high-quality traffic to digital landing pages, encourage RSVPs, and maintain cost-efficient ad performance.
- **Conversion**: Convert online interest into on-site visits and post-event tour bookings, directly supporting occupancy goals and long-term growth.

Together, these phases demonstrate Optima Living's ability to pair bold digital storytelling with measurable, on-the-ground experiences, proving that retirement is not an ending but the start of an exciting new chapter.

WHAT IF…

Launched on **March 1, 2025**, the “WHAT IF” campaign by Optima Living invites seniors and their families to reimagine what life in a retirement community can be. It challenges the traditional view of senior housing by asking: **“WHAT IF senior living felt more connected, purposeful, and fulfilling?”**

Through thoughtful, real-world examples — from rooftop patios that bring neighbours together to mornings shared around the pool — the campaign shows how Optima Living creates communities where residents feel at home, nurture their interests, and find joy in everyday moments. Its message reflects Optima Living’s commitment to fostering places where people can continue to grow, belong, and thrive.



Key items addressed in launch:

High-Quality Visual Storytelling

- Focused on premium imagery of Optima Living's "voices" speakers and residents, ensuring professional polish across all assets.
- Bold, single-word headlines and vibrant photography underscored activity and independence.

Professional Visibility & Testing

- Early A/B testing of messaging and imagery refined the creative for maximum impact with professional and family decision-maker audiences (adult children, healthcare professionals, and seniors themselves).

Concentrated Advertising for Inquiries

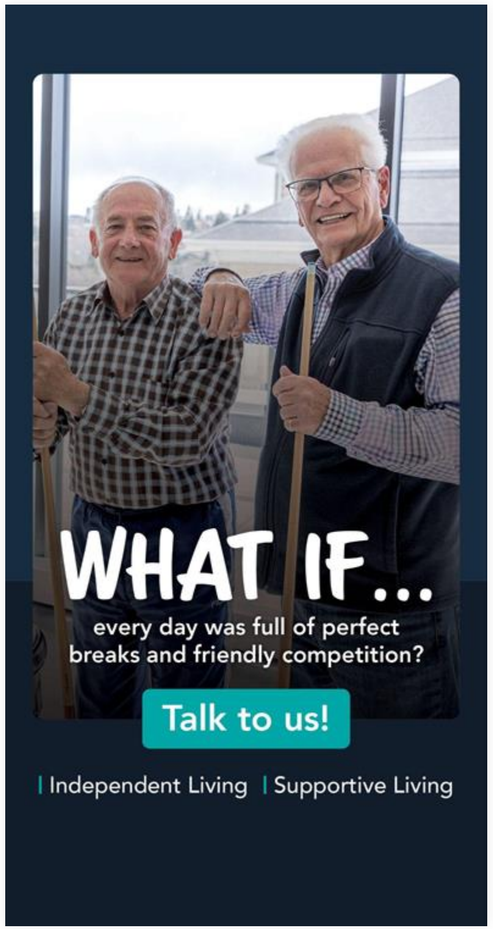
- Targeted campaigns funneled audiences to dedicated landing pages and community-specific tours, paired with the broader marketing plan to produce a measurable XX % increase in qualified site traffic (awaiting final form-submission numbers).

Key items addressed in launch cont.

Multi-Channel Rollout

- **Digital & Social:**
  - **LinkedIn and Facebook** delivered strong engagement among professional and family decision-makers.
  - **Facebook and Instagram** advertising delivered roughly 20 million impressions and more than 60,000 link clicks across all communities, and frequent click-through rates above 1%, with the flagship What If video ad alone earning a 3.7% CTR.
  - Complementing social efforts, **Google Ads on YouTube** produced 145,000 impressions, 78,000 video views, and 478 clicks, sustaining a strong 73% interaction rate.
- **Video**
  - Flagship What If YouTube video became the top-performing asset since launch, with 53,000+ views driving significant referral traffic.
  - Integrated short-form strategy (Optima Living TV “shorts”) expanded reach—6,100 additional views, 85 % from YouTube Shorts feed.
- **Earned Media**
  - Alberta Prime Time television coverage and features in the Red Deer Advocate and Edmonton Sun elevated credibility and awareness.

Digital Ads



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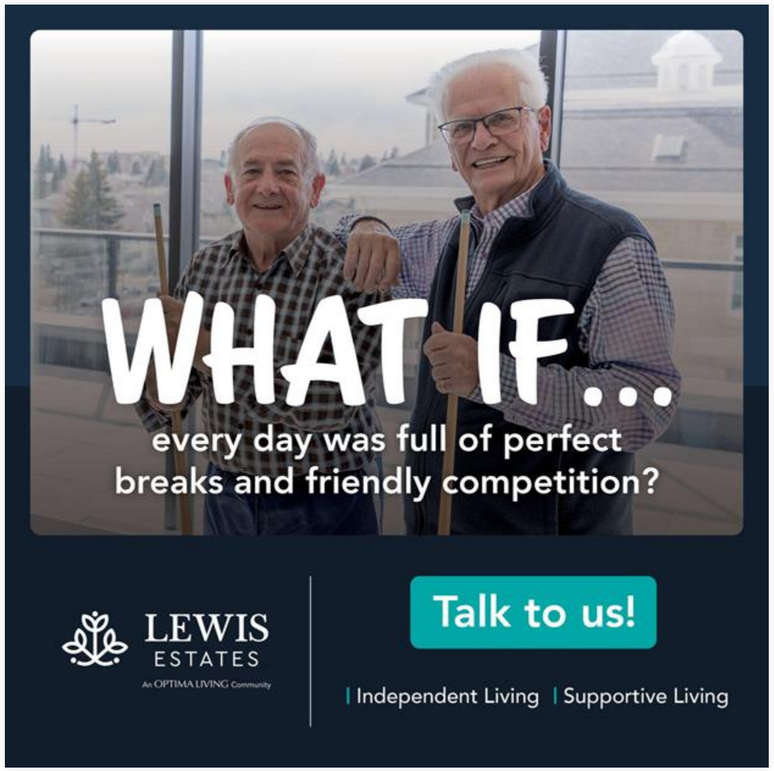
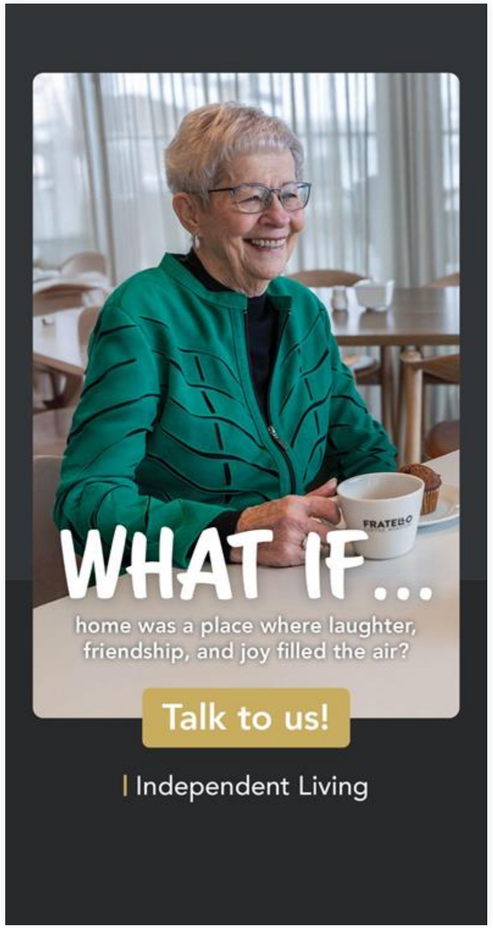


Square

Digital Ads



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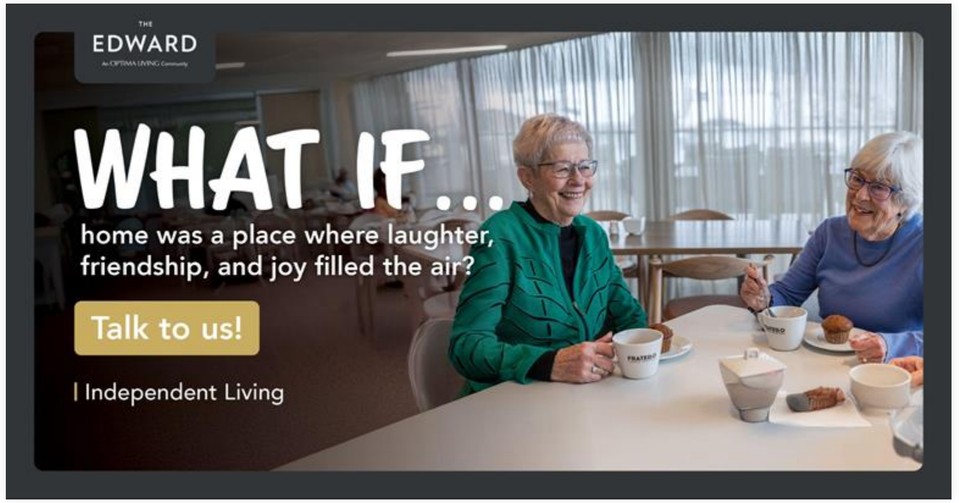

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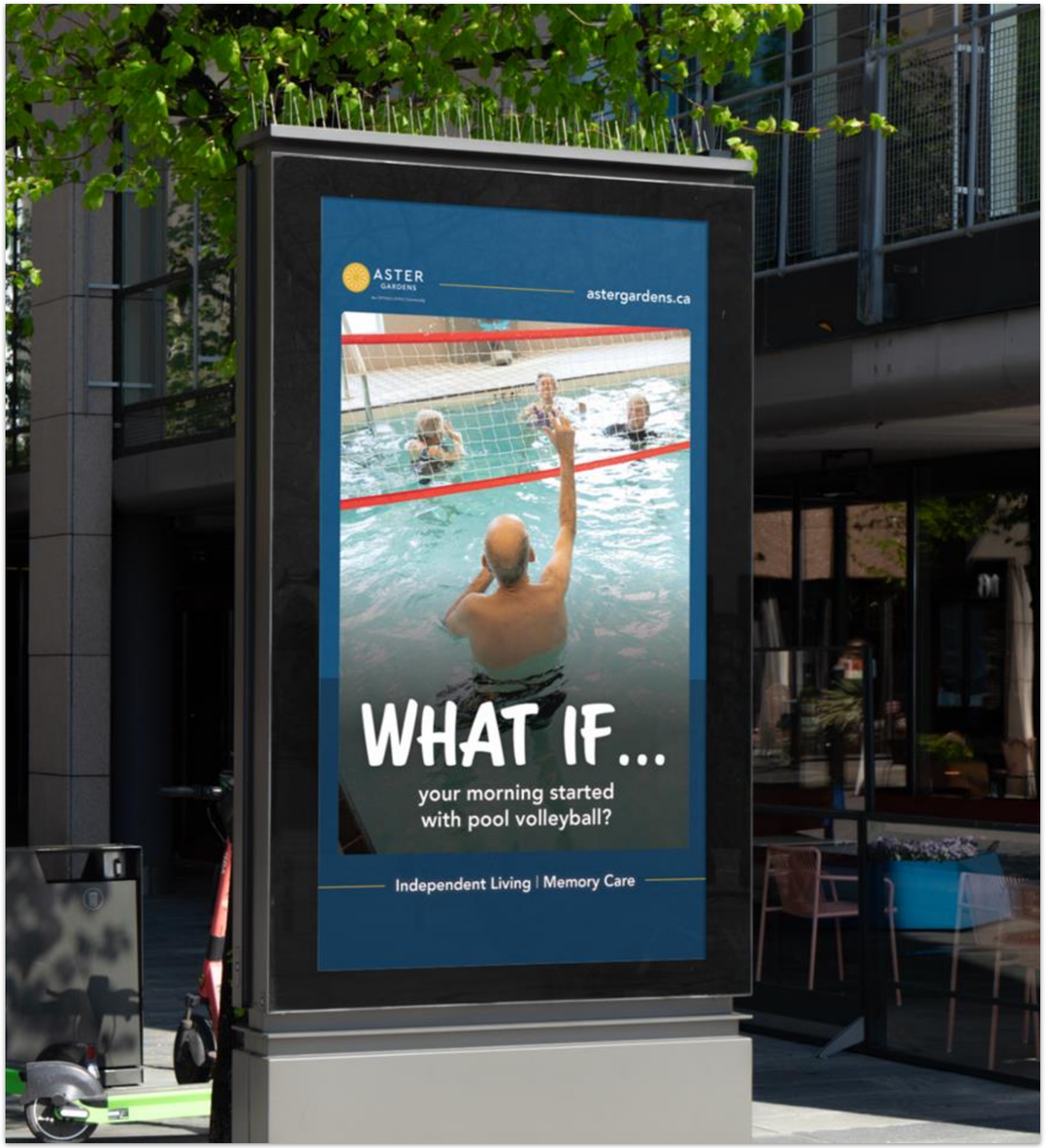


Results

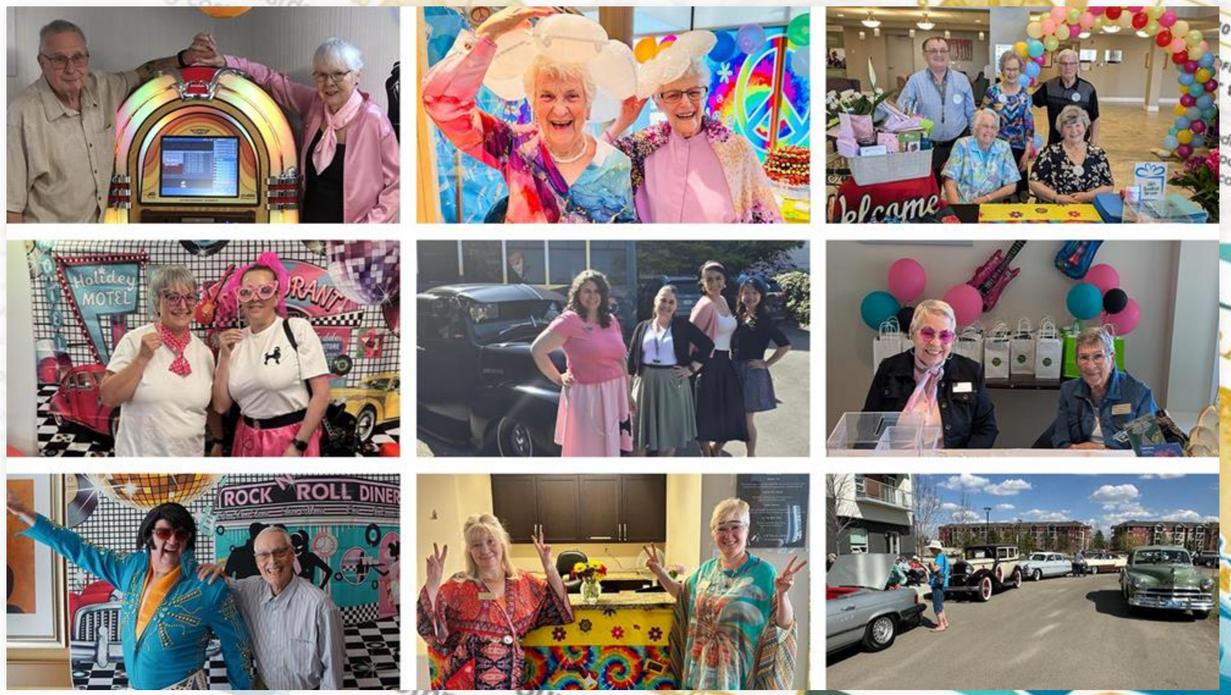
- **Significant Web Traffic Surge:** Noticeable spike in sessions and qualified inquiries since the campaign launched. The What If campaign generated over 81,000 landing-page views and nearly 52,000 sessions with a remarkable 96 percent engagement rate, driven primarily by paid social traffic.
- **Quality Leads:** 63 leads have come from the campaign in 2025.
- **Audience Expansion:** Continuous month-over-month YouTube subscriber growth (114 new subscribers in 2025) and above-average watch times; 2025 YTD totals—132,543 views and 2,300+ watch hours, a 9 % year-over-year increase.
- **Demographic Alignment:** 53 % of viewers aged 65+, 23 % aged 55–64; 90 % of views from Canada, reinforcing Optima Living's Western Canadian roots.
- **Brand Positioning:** Earned and organic engagement positioned Optima Living as an innovative, conversation-leading brand in the senior living sector.

Strategic Takeaways

- The WHAT IF… concept successfully disrupted stereotypes about senior living, encouraging families to "reimagine" retirement as a vibrant, choice-driven lifestyle.
- High-quality creative and multi-channel integration—premium imagery, professional testing, paid social, YouTube, and earned media—produced sustained awareness and qualified leads.
- Video remains the primary growth engine, with the flagship What If video and subsequent shorts extending reach well beyond traditional senior-housing marketing channels.
- Together these channels drove a significant, cost-efficient surge in qualified traffic and inquiries, reinforcing Optima Living's reputation as a vibrant, innovative leader in senior living.

Spring Open House 2025

Optima Living's 2025 Spring Open-House Series (March 1 – April 30) brought a wave of nostalgia to 28 residences across Alberta and British Columbia. Inspired by the vibrant styles and sounds of the 1950s, 1960s, and 1970s — a playful nod to Taylor Swift's Eras Tour — each community came alive with retro décor, themed refreshments, and lively music that transported guests back in time. This innovative campaign paired high-impact social advertising with creative visuals and in-person celebrations that welcomed more than 1,200 visitors to tour suites, meet residents and team members, and experience the warmth of Optima Living firsthand.



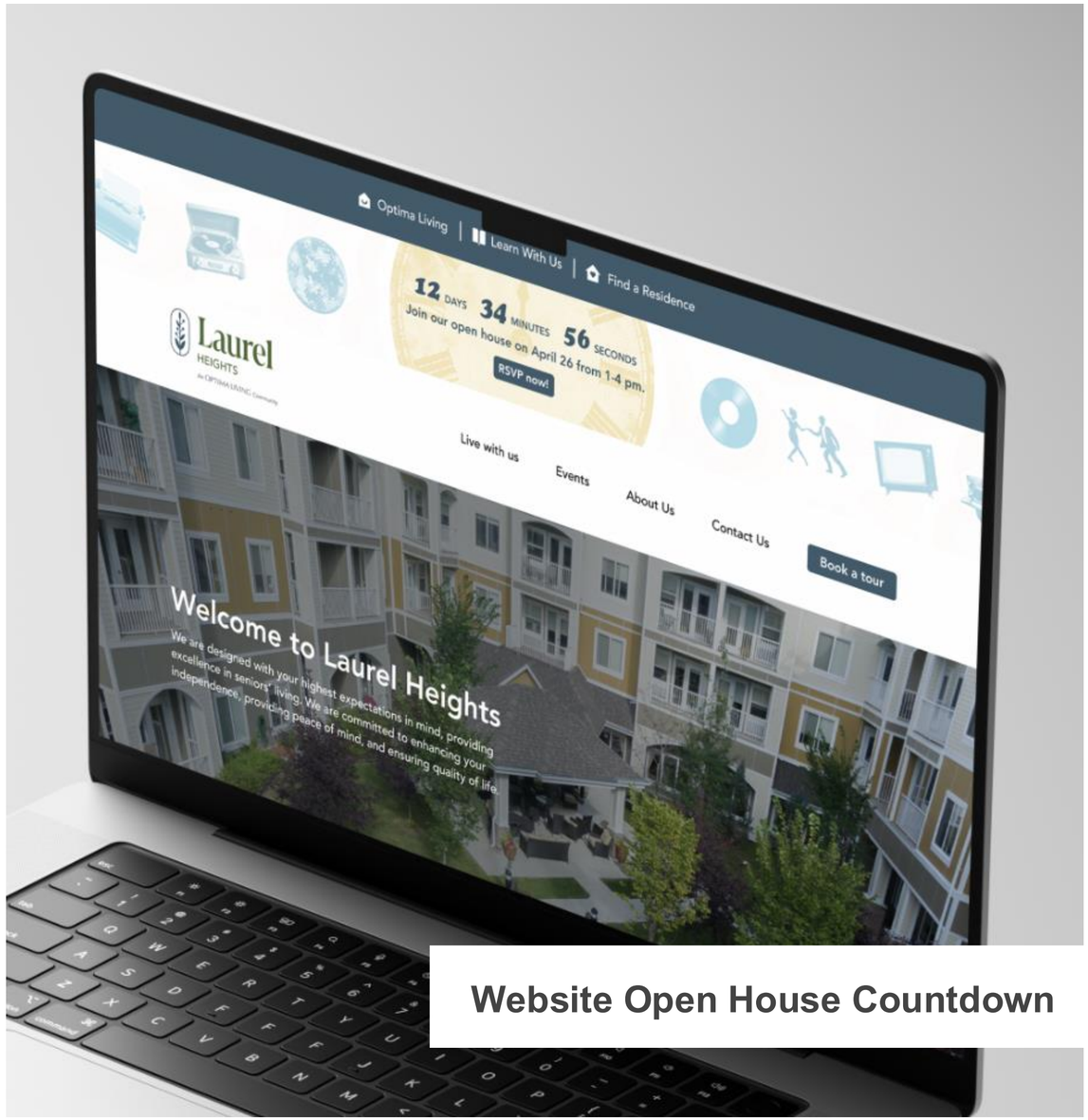
Community Mailer

Key items addressed in launch:

- Created a playful identity with custom creative, including a Taylor Swift inspired concert countdown clock, landing page, printed mailers, stickers, badges, and on-site décor, to reinforce a consistent guest experience.
- Combined regional blog coverage, QR-enabled print pieces, and robust Facebook/Instagram advertising to drive RSVPs and highlight the warmth of each residence.
- Leveraged a network of community-specific RSVP pages, digital ads, and QR codes to capture leads and measure response.

Results:

- **Digital Reach & Advertising Efficiency**
  - Facebook and Instagram ads across all communities generated over 4.9 million impressions and 22,700+ link clicks, with several properties outperforming senior-living industry CTR benchmarks.
- **Web & Landing-Page Engagement**
  - The central landing page recorded 1,806 views and a 97 % engagement rate, while RSVP sub-pages added thousands more page views.
  - Paid social drove 58 % of total traffic, with nearly all visitors coming from Alberta or British Columbia.
- **RSVP & Attendance Impact**
  - 124 confirmed RSVP submissions represented hundreds of potential guests, with many forms indicating parties of two to five attendees.
  - 1,202 visitors attended the Open House
- **Offline–Online Integration**
  - 1,034 QR-code scans from posters, flyers, and event signage demonstrated seamless movement from print to digital, validating the multi-channel strategy.



Website Open House Countdown

Digital Ads


Sweetgrass
JOIN OUR
OPEN HOUSE
Saturday, April 26th, 1-4 PM
RSVP now or drop in
105 6th Ave NE, Slave Lake, AB
Mention the code **Welcome Home** to receive a coupon for $1,500 towards moving costs.
THE GOLDEN ERA


ASTER GARDENS
JOIN OUR
OPEN HOUSE
Saturday, April 26th, 1-4 PM
RSVP now or drop in
7 Brower Drive, Sherwood Park, AB
Mention the code **Welcome Home** to receive a coupon for $1,500 towards moving costs.
THE GOLDEN ERA


Summerwood VILLAGE
JOIN OUR
OPEN HOUSE
Saturday, April 26th, 1-4 PM
RSVP now or drop in
4255 Clover Bar Rd, Sherwood Park, AB
Mention the code **Welcome Home** to receive a coupon for $1,500 towards moving costs.
THE GOLDEN ERA


LEWIS ESTATES
JOIN OUR
OPEN HOUSE
Saturday, April 26th, 1-4 PM
RSVP now or drop in
9310 211 St NW, Edmonton, AB
EXCLUSIVE OFFER: Open House Day Only
Enjoy your third month FREE!
Mention the code **Welcome Home** to receive a coupon for $1,500 towards moving costs.
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Oakwood Manor
JOIN OUR
OPEN HOUSE
Saturday, April 26th, 1-4 PM
RSVP now or drop in
3000 Shelbourne St, Victoria, BC
Mention the code **Welcome Home** to receive a coupon for $1,500 towards moving costs.
THE GOLDEN ERA


THE KENSINGTON
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Community Mailer

Overall Impact

The Spring Open House campaign delivered a cost-efficient, conversion-driven social media program that also created memorable in-person experiences. By fusing digital precision with on-site hospitality, Optima Living achieved millions of impressions, tens of thousands of interactions, and over a hundred qualified RSVPs, strengthening brand visibility and generating a substantial pipeline of prospective residents across Western Canada.

2025 CAMPAIGN RESULTS

WHAT IF...

MARCH 1, 2025 - ONGOING

90%
Found through paid social/YouTube ads

60%
Audience 55+
(Majority in Alberta and B.C.)

38
RESIDENCES

53,000
VIEWS
Flagship YouTube Video

2,000,000
IMPRESSIONS
Paid social across Facebook, Instagram, YouTube

12,000
LINK CLICKS
To community landing pages

73%
INTERACTION RATE
Google/YouTube ads

Spring Open House 2025

MARCH 1 - APRIL 30, 2025

28 PARTICIPATING RESIDENCES
Event locations

1,034
QR CODE SCANS
From flyers & on-site signage

1,806
LANDING PAGE VIEWS
97% engagement rate

4.9 MILLION
IMPRESSIONS
Combined Facebook & Instagram

22,700
LINK CLICKS
Paid-social traffic to RSVP pages

124
CONFIRMED RSVPs
Representing hundreds of guesets