In Their Own Words

Benchmark residents average 19 daily interactions with our associates.

Campaign Concept:

One of the most emotionally complex decisions adult children face is determining when their aging parents can no longer safely live on their own. While physical safety remains a critical concern, the U.S. Surgeon General's 2023 warning about the health risks of social isolation underscores a deeper, quieter threat: loneliness. For seniors, the absence of regular, meaningful connection can be as detrimental as chronic illness.

To confront this silent epidemic, Benchmark Senior Living launched a powerful, human-centered multimedia campaign in 2025 entitled **"In Their Own Words."** The campaign set out to give voice to the people most qualified to speak on the power of connection—our residents and associates.

At the heart of the campaign was a claim: *Benchmark residents average 19 daily interactions with our associates.* But rather than communicate this through data or polished soundbites, we invited our residents to become our storytellers. Through personal interviews, candid video moments, and unscripted testimonials, we allowed their voices to take center stage—sharing what life at Benchmark truly feels like. These were not actors. These were real people sharing real stories: of friendship found, of renewed purpose, of care and compassion, and of joy rediscovered.

Each interaction captured on film or quoted in copy became a testament to Benchmark's purpose — transforming lives through human connection and helping seniors feel not only safe but seen and valued. From conversations over coffee to spontaneous hallway greetings, the campaign illustrated how these "19 daily interactions" aren't just a claim, but a lived experience of community.

The content was strategically deployed across an integrated ecosystem of platforms:

- Video – deployed in streaming, broadcast, digital and social channels
- Print and direct mail
- Digital Display Banners – used for retargeting and awareness

Campaign Results Through 8/31/2025 YoY:

- **+13.5%** increase in digital and non-digital marketing leads
- **+13.4%** increase in tours
- **+28.3%** increase in move-ins
- **+3.7%** increase in community occupancy

In Their Own Words | Multimedia Campaign – ONLINE VIDEO

Video was the emotional heartbeat of *In Their Own Words*. From short-form social clips to two :30/:15 signature spots, each piece featured real Benchmark residents and associates sharing unscripted stories of connection, purpose, and care. One video spotlighted the warm welcomes new residents receive, while the other focused on our memory care experience—capturing powerful moments of recognition and joy. Optimized for social, YouTube, and sponsorship placements, these videos offered a raw, human look at the Benchmark experience—proving that connection isn't just promised, it's lived every day.

Click the play button on the computer screen below to watch each video.

In Local Media and Digital Advertising, the videos appeared in the following locations:

- Pre-Roll Video for Apple TV, YouTube, and USA Today Network
- All Smart TV platforms like Samsung, Sony, Roku, etc.
- Meta – Facebook/Instagram
- Hulu
- Google

VIDEO 1

VIDEO 2

VIDEO 3

VIDEO 4

In Their Own Words | Multimedia Campaign – PAID TV SPOTS

To further our mission of raising awareness and building trust, Benchmark sponsored two broadcast packages as part of the national launch of the PBS documentary, *Unseen: How We're Failing Caregivers*, executive produced by Bradley Cooper and narrated by Uzo Aduba. The film explores the often invisible struggles of America's caregivers, intertwining powerful personal stories with the broader challenges of memory loss and care in today's society.

This storytelling moment aligned deeply with our purpose and target audience — family caregivers, adult children, and healthcare professionals — offering a rare opportunity to connect in a trusted, emotionally resonant environment.
Our sponsorship included:

- Video ads and digital placements running on WETA (Washington, D.C.) and WGBH (Boston)
- Emails encouraging subscribers to watch the film and learn more about Benchmark Senior Living
- Benchmark's own video content, reinforcing our message of human connection, compassionate care, and a resident-first philosophy.

Together, these elements amplified visibility and trust, placing Benchmark at the heart of a national conversation about caregiving.

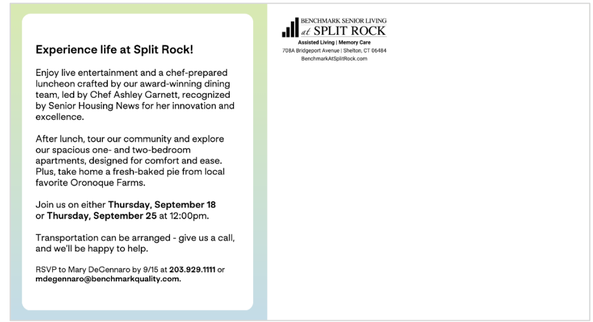
Click the play button on the computer screen below to watch each video.

VIDEO 1A

VIDEO 2A

In Their Own Words | Multimedia Campaign – PRINT ADVERTISING & DIRECT MAIL

We brought *"In Their Own Words"* to life in trusted print environments—regional magazines, regional newspapers, and local newspapers, where families turn for community insight and guidance, and targeted postcard sends that reach high-intent households most likely to be exploring senior living options. Each ad featured candid photography of real Benchmark residents and/or associates paired with quotes drawn directly from their interviews. These placements spotlighted lived experiences, building trust and emotional relevance in the moments that matter most.



In Their Own Words | Multimedia Campaign – DISPLAY ADVERTISING

To amplify the reach of *In Their Own Words*, our digital banner ads served as powerful entry points into the campaign. Designed with clean visuals and real resident and associate quotes, each ad offered a glimpse into the Benchmark experience—with a strong CTA to "Schedule Tour." Strategically placed across high-performing channels, these banners drove traffic to a dedicated landing page focused on lead capture, to community-specific landing pages, and were also used for retargeting visitors who had previously engaged with our website, helping keep Benchmark top-of-mind during key decision-making moments.