

## Key Items Addressed in Campaign:

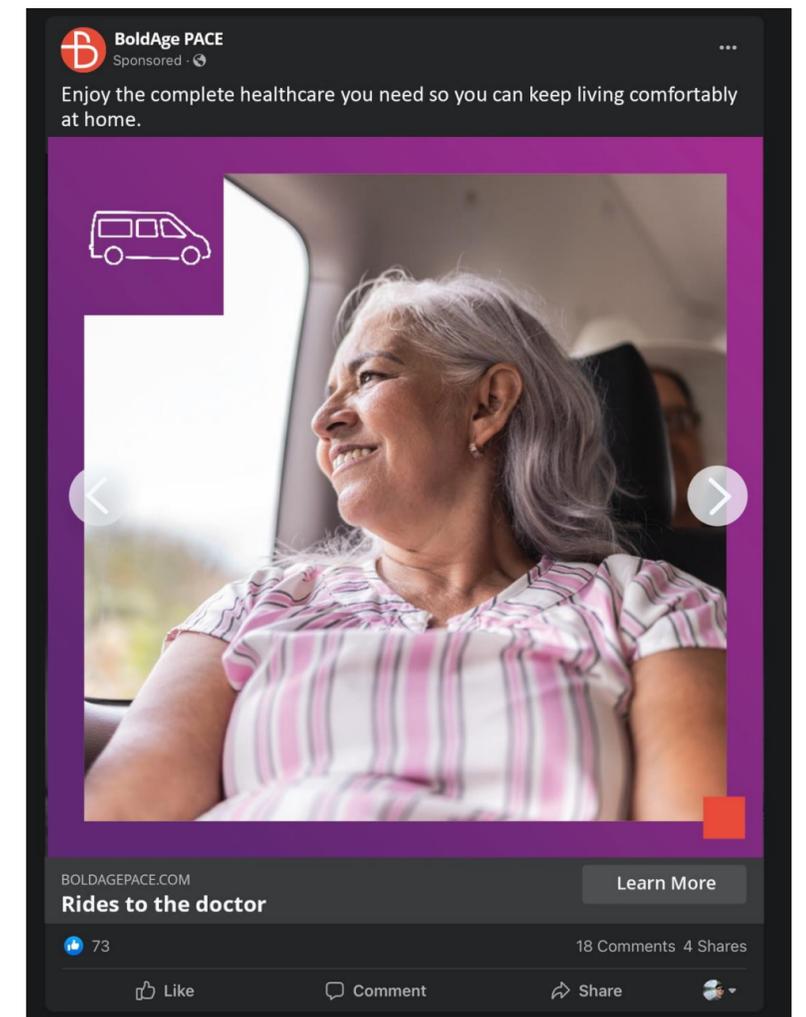
- BoldAge PACE puts the needs of the participant first
- BoldAge PACE helps patients live independently at home
- BoldAge PACE provides a variety of services, including rides to the doctor, clinical care, meals, and a peer-to-peer community



Billboard



300x600 Animated Display Ad  
(Click to play)



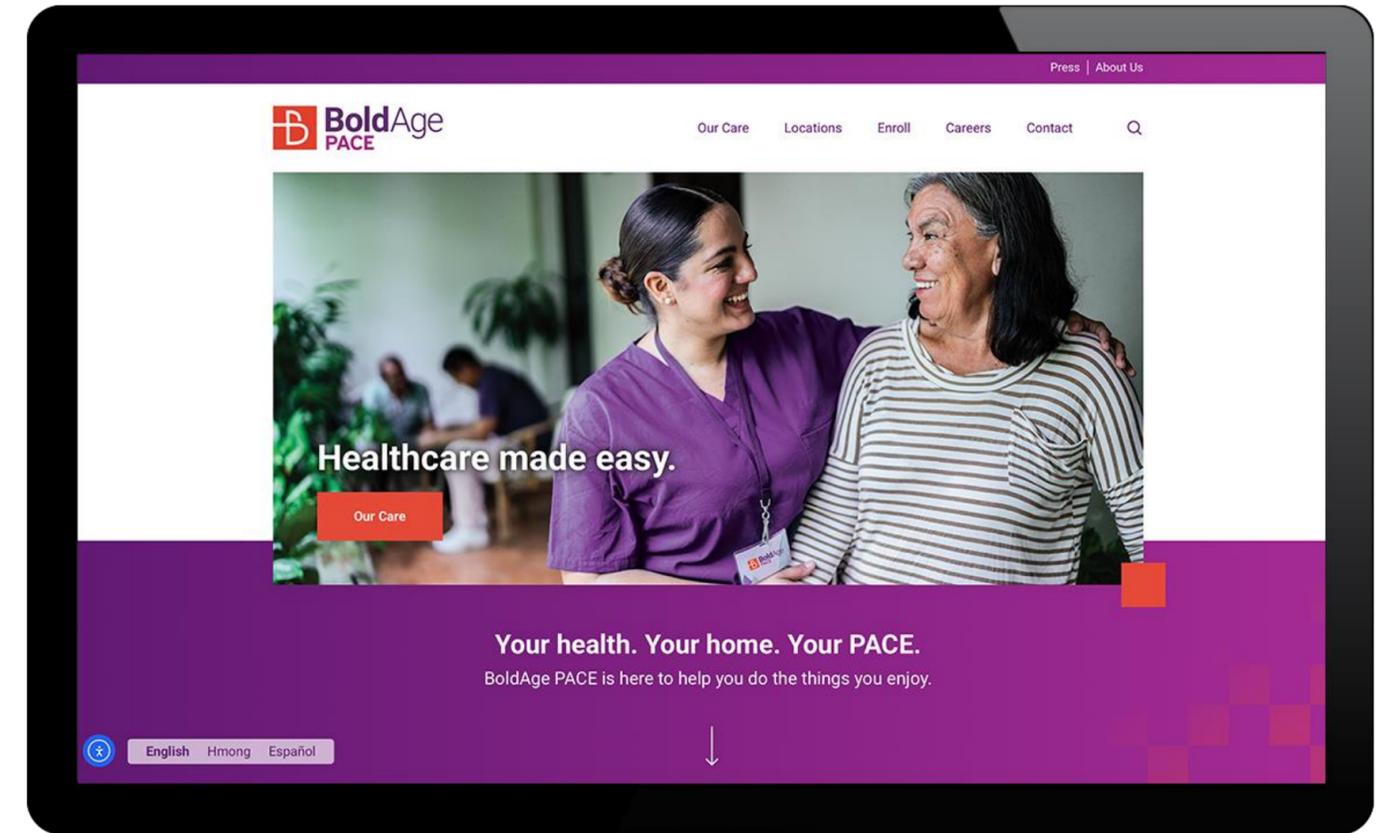
Social Media Carousel

## Key Items Addressed in Campaign:

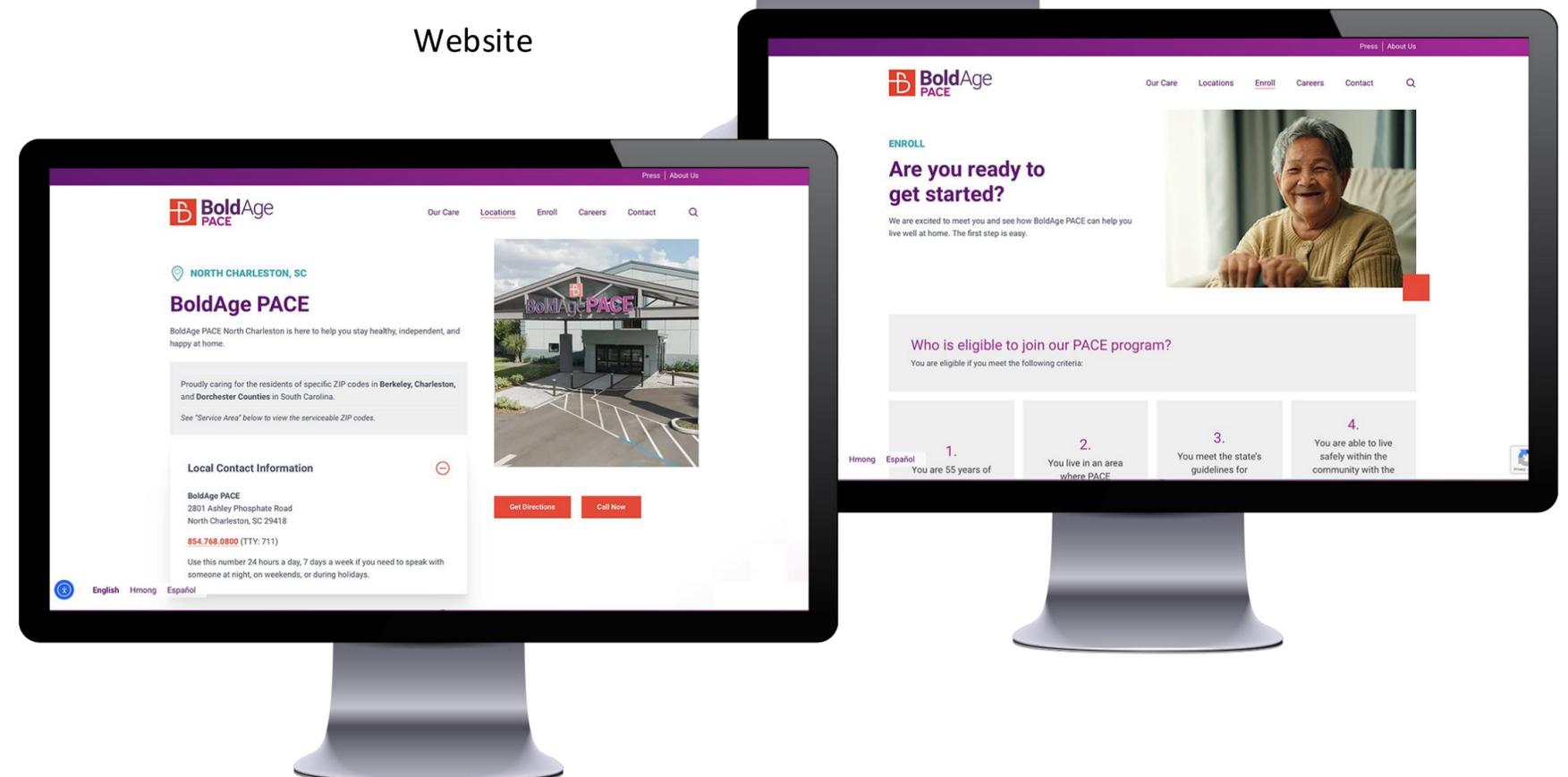
The updated design of BoldAgePACE.com presents a modern, clean, and approachable aesthetic that reflects the organization's mission.

The layout is user-friendly and intuitive, with clear navigation that guides users, especially older adults and family caregivers, through essential information without feeling overwhelming.

- **Warm, welcoming photography and videography** that reflect real people and real-life moments, reinforcing authenticity and connection
- **Accessible fonts and color contrast**, making content easy to read for users of all ages
- **A balanced use of white space** that creates an uncluttered feel and directs attention to key messages and calls to action
- **Consistent branding**, such as the wayfinding elements and a supportive tone of voice, which help build trust and recognition



Website



## Results

### Six-Month Campaign Stats

- North Charleston census increased from 0 to 45 participants
- 29,806 landing page views from 24,532
- 4.7M impressions, 37,531 ad clicks, 1.52M video views
- Overall CTR of 0.79% and a VCR of 55.5%
- Email open rate of 50.96%
- 5.1M estimated total billboard impressions

**Postcard**

**Everything You Need to Thrive!**  
Stay independent, stay connected, and embrace a support system that's as unique as you are.

**BoldAge PACE**  
The independence you want. The care you need.

**New! PACE Center**  
Now Serving North Charleston  
2801 Ashley Phosphate Road  
North Charleston, SC 29418

**Redefine Your Healthcare Experience with BoldAge PACE**

**You & BoldAge PACE**

- Physical Therapist
- Registered Nurse
- Recreation Therapist
- Dietitian
- Occupational Therapist
- PACE Center Manager
- Home Care Coordinator
- Personal Care Attendant
- Driver
- Primary Care Provider
- Master's of Social Work

**With BoldAge, you will experience:**

- Seamless health management
- Medicare and Medicaid funded program
- Customized daily support
- Transportation to our PACE center
- Vibrant community connections
- Dedicated care team

**How Can We Help You?**

Call 888.504.9750 or visit [BoldAgePACE.com](https://BoldAgePACE.com) to discover how we can help you or your loved one live life to the fullest.

©2024 BoldAge PACE