

” Loretto—
“Live Like Loretta”



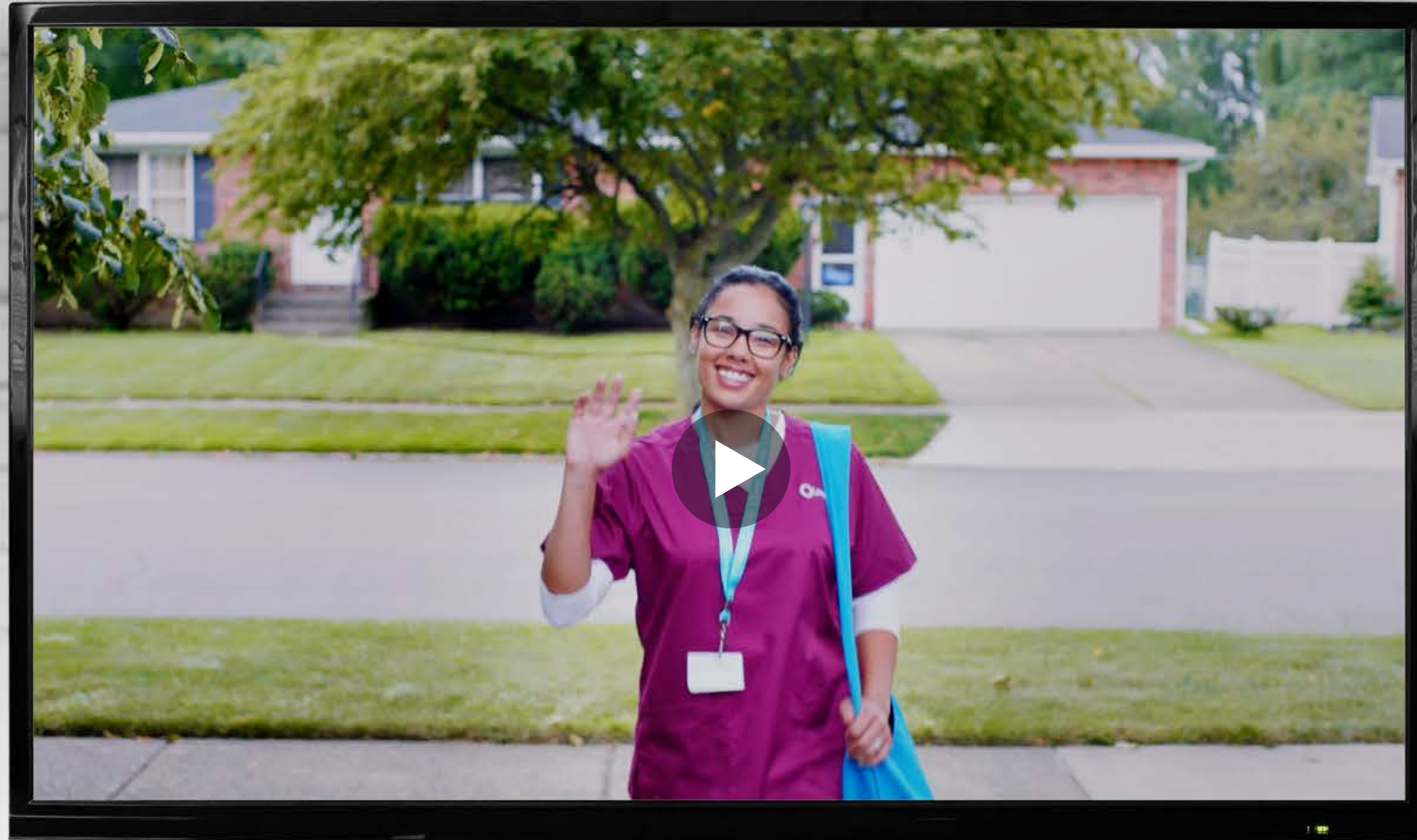
” Loretto— “Live Like Loretta”

Like all assisted living facilities, the COVID pandemic has negatively impacted Loretto's admissions volume—making it more difficult to attract and retain patients. To address this, we needed just the right person to help tell the Loretto story. So we created a character to make the challenge much more manageable. It also gives us control over how a message is delivered to each of our audiences—everyone from future and present residents to family members and others. The character we have in mind is kinda feisty and has a little spunk. She's headstrong, doesn't really ask for help, but knows when she could use a hand. Think a Golden Girls reboot with an older Wanda Sykes as the star. Our character can be used to tell all of the Loretto story—from a trip on the PACE bus to the Day Center to home care, and more.

Would you like to meet her?



VIEW BROADCAST TV :30 SEC.

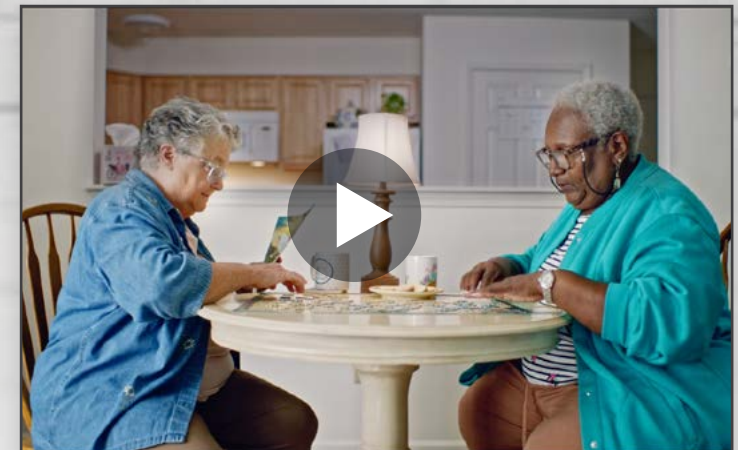


"MEET LORETTA"

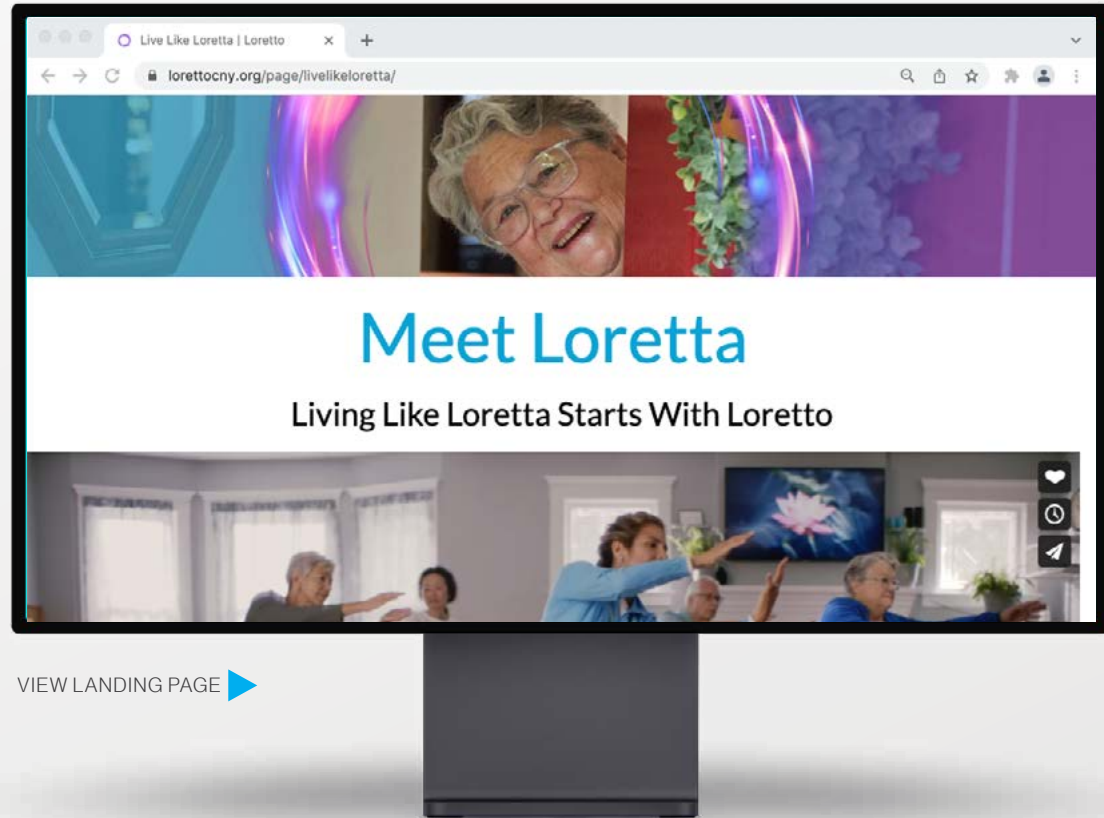
VIEW BROADCAST TV :15 SEC



"TAI CHI"



"SHIRLEY"



VIEW LANDING PAGE 



Living Like Loretta Starts With Loretto
 Loretta knows what makes Loretta extraordinary. She knows that Loretto sees every resident and patient for who they are—as an individual. This calls for a person-first approach to better living that's about empowerment, respect for individuality, and support for maintaining physical, mental, and spiritual well-being.



It starts with in-home care with PACE.

With Loretto, Loretta doesn't just feel right at home. She *is* home. Living the lifestyle she wants, while receiving the care she needs from certified home health aides.



Always in the right place, at the right time, receiving the right care.

Many seniors can become isolated and feel like they're losing their independence. Not Loretta. She uses the PACE program's transportation services to take her to Loretto's Day Center. There, we can meet all her physical, mental, and social health needs.



She makes the most out of every moment.

Loretta isn't quite ready for assisted living yet, but one of her best friends lives at The Barracuda—one of our highest and most affordable senior living communities. All Loretto our assisted living options give residents opportunities to build relationships with others, while giving them the right balance of support and independence.



Loretta wants to stay in her home. We want that, too.

Thanks to the PACE program, Loretta can age gracefully on her terms, at her own place. When, and if, the time comes that Loretta needs skilled nursing, we'll have a place waiting for her at Loretto.

Contact Us
 If you or your loved one want to live like Loretta, let's talk!
 Would you like to know more about the services at Loretto? Just let us know what you might be interested in, and we'll be in touch soon.

First Name * Last Name *

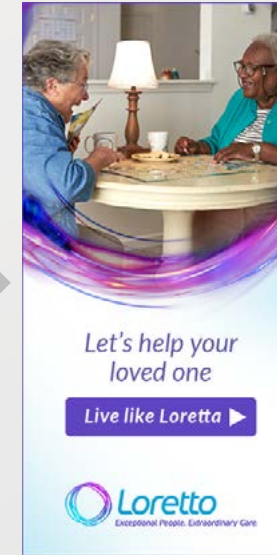
Email Address *

Phone Number *

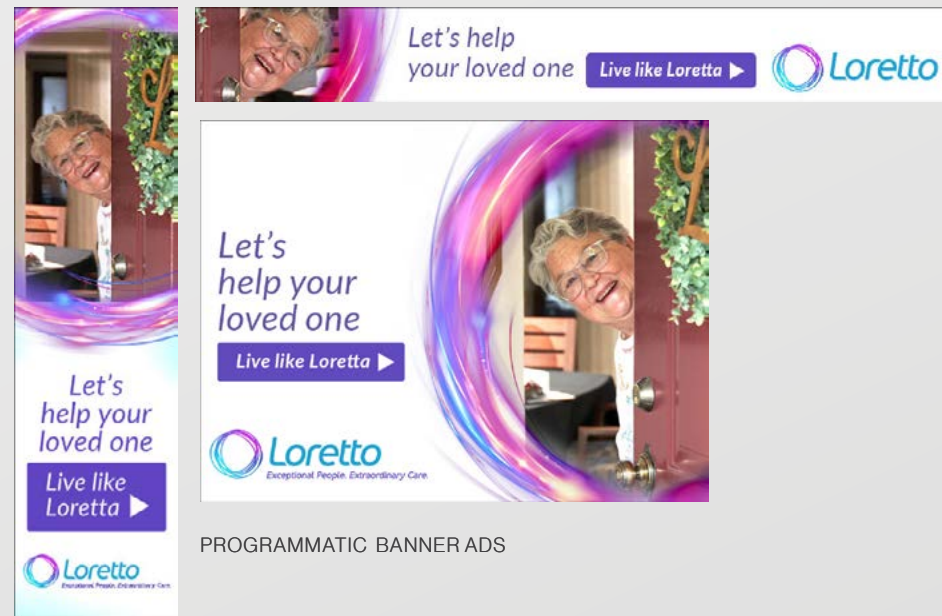
What type of care are you interested in? *

I would like to schedule a tour

I would like to receive emails from Loretto.

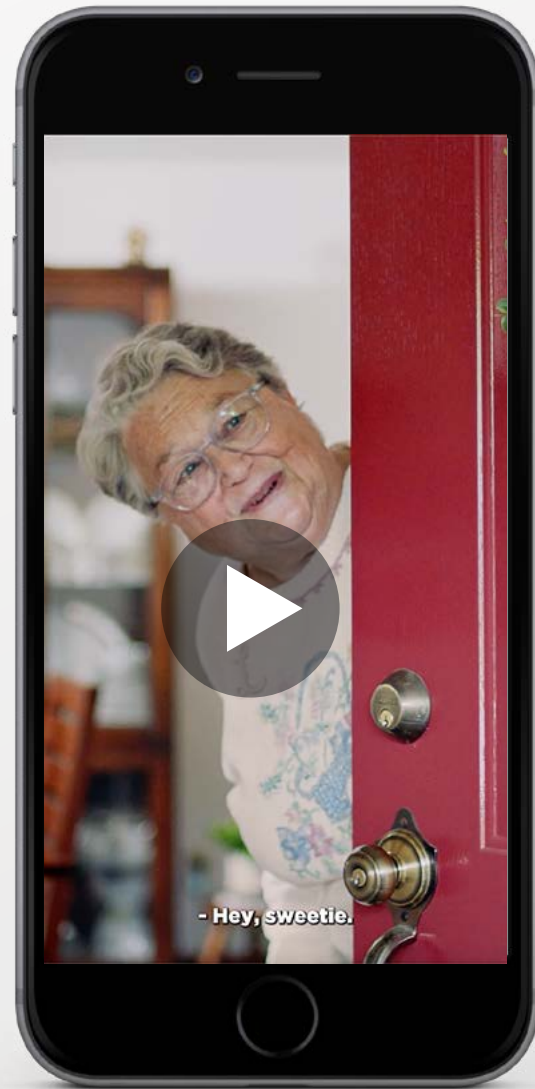


ANIMATED BANNER ADS

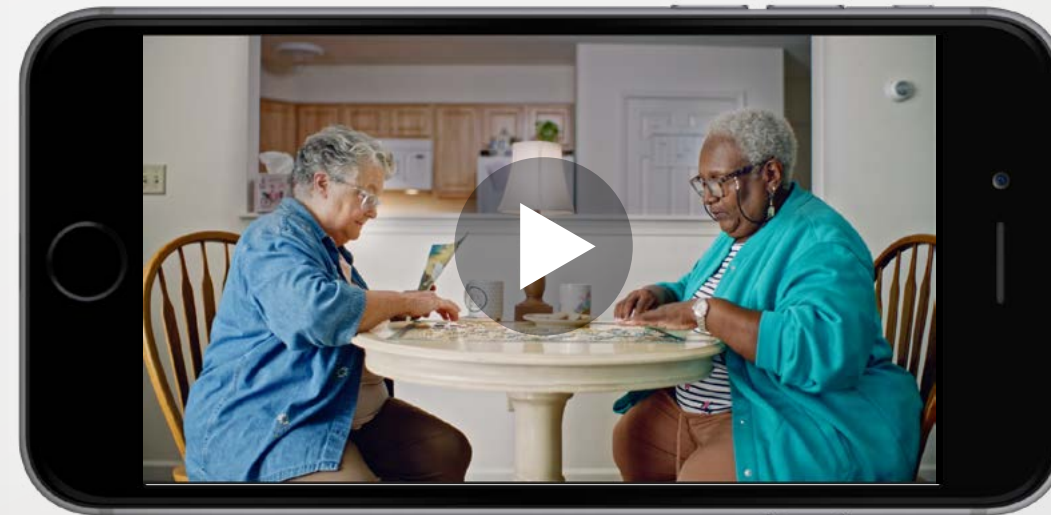


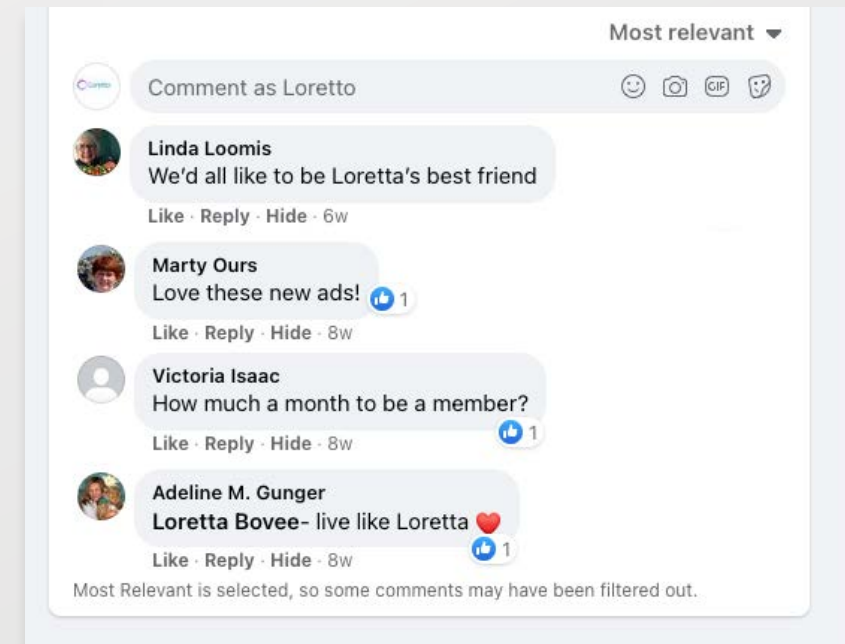
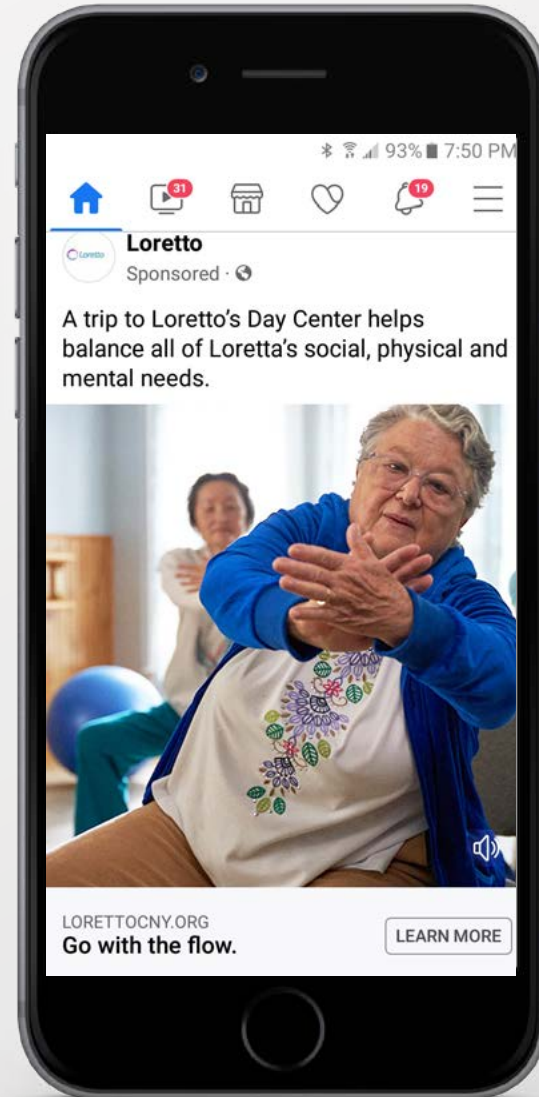
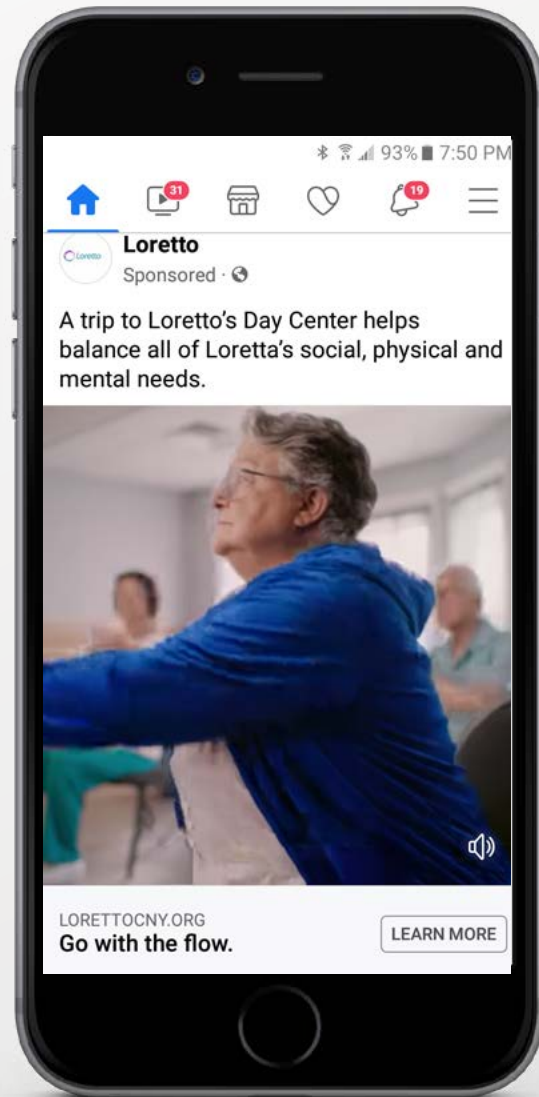
PROGRAMMATIC BANNER ADS

Loretto "Live Like Loretta" Campaign Online Touchpoints



PLAY VIDEOS





PROGRAMMATIC

11/1/21 – 2/6/22

2,107,021

TOTAL IMPRESSIONS

44,874

CLICKS

2.47%



CTR — (INDUSTRY BENCHMARK .09%)



CTV/OTT

11/1/21 – 2/6/22

283,290

TOTAL IMPRESSIONS

279,427

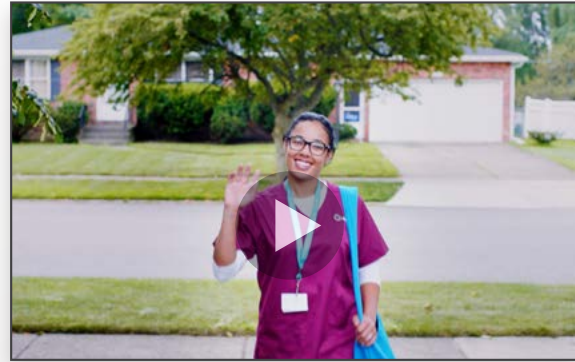
100% COMPLETED VIDEO VIEWS



98.6%

VIDEO COMPLETION RATE — (INDUSTRY BENCHMARK 95%)

VIEW BROADCAST TV :30 SEC.

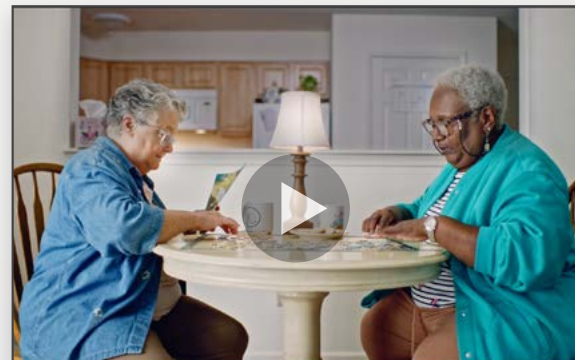


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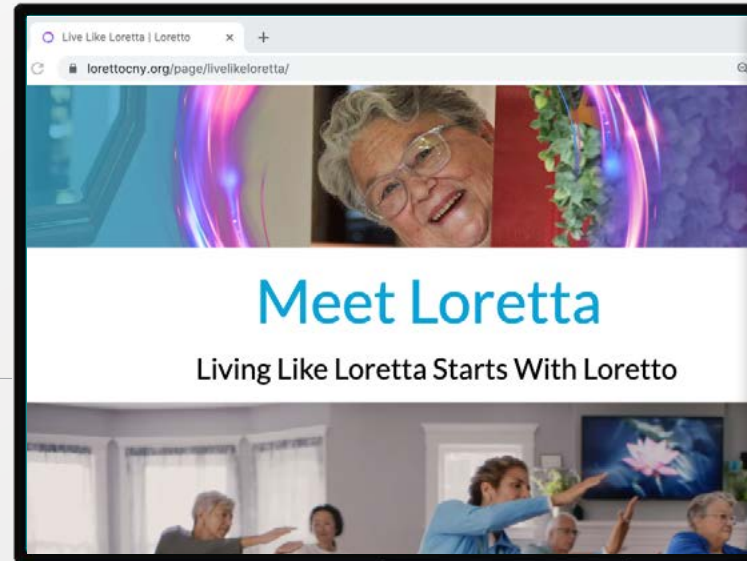
VIEW BROADCAST TV :15 SEC



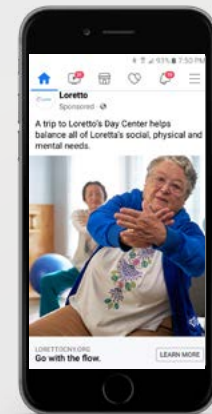
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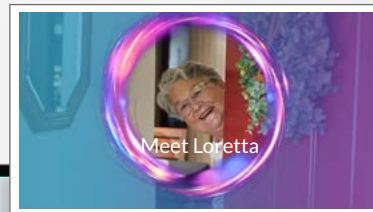
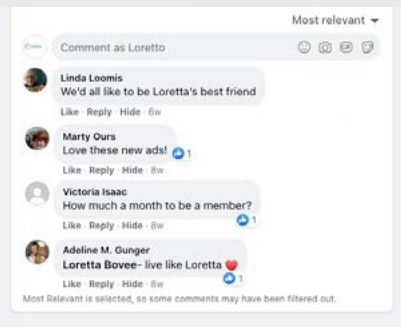
"SHIRLEY"



VIEW LANDING PAGE



SOCIAL MEDIA



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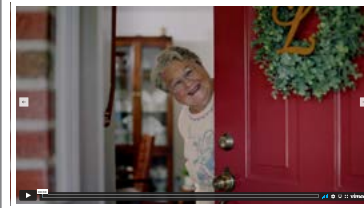
Phone Number *

What type of care are you interested in? *

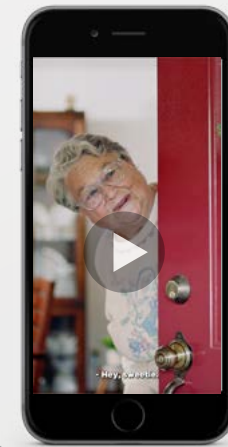
Enter

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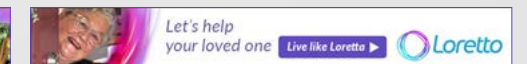
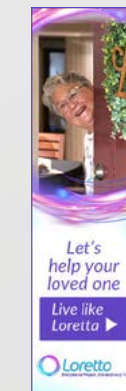
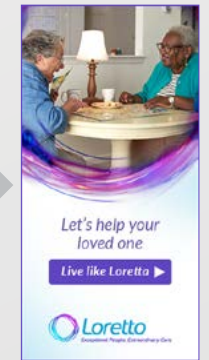
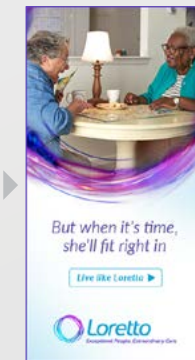
SOCIAL VIDEOS



PLAY VIDEOS



ANIMATED BANNER ADS



PROGRAMMATIC BANNER ADS