



Oakgrouve

# Oakgrouve's advertisement campaign

**Retirement Home  
MMI 2 SNCDE  
2022-2023**

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# TABLE OF CONTENTS

1. About Oakgrouve .....	3
a. History .....	3
b. Value .....	3
2. The business goals .....	3
3. The message .....	4
4. The target .....	4
5. The competitors .....	5
6. The media .....	5
7. Description of the key elements of the campaign .....	6
a. The color .....	7
b. The font .....	7
c. Example of Social Media Post .....	8
d. Example of Press Release .....	9

# 1. ABOUT OAKGROUVE

## A. HISTORY

Georgina Cartwright has made the decision to open a luxurious retirement home in Birmingham. The anticipated opening date for this establishment is 25th march1, 2023. It will provide a wide range of services and activities for residents to enjoy.

## B. VALUE

- **Caring respect:**

At Oakgrouve retirement home, each person is unique, and we believe that it's this human diversity which makes all the beauty of community life. We want to show deep respect for each hove, because we are convinced that it's by valuing everyone's differences that we can live together in harmony.



- **Inclusivity:**

At Oakgrouve, we believe that each person should be welcome and integrate in the community, whatever her origin or situation. We want to create an inclusive environment where everyone feels comfortable and respected.

- **High quality:**

We are committed to providing high-quality services to all our clients. We strive for excellence in everything we do, utilizing the latest technologies and best practices to ensure customer satisfaction.

- **Safety:**

Safety is our top priority. We have implemented strict measures to ensure the safety of all our clients and staff. We continuously work to improve our procedures and ensure the safety of everyone.

- **Human relation:**

We believe that human relationships are essential for a happy and fulfilling life. We are committed to establishing genuine and lasting relationships with all our clients, based on trust, respect and empathy.

- **Conviviality:**

At our place, we aim to create a warm and friendly environment where everyone feels at home. We regularly organize social and cultural activities to strengthen the bonds among members of our community.

- **Partnership:**

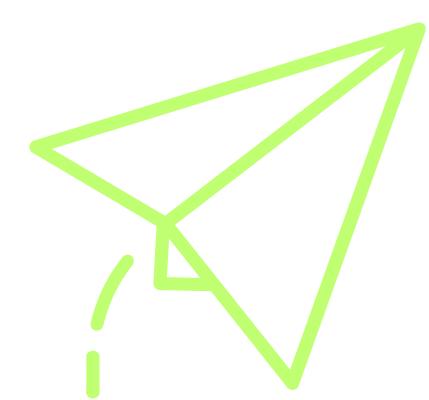
We believe in the power of partnership to achieve common goals. We work closely with our partners to deliver superior quality services to our clients and to enhance the overall quality of life in our community.

# 2. THE BUSINESS GOALS

We offer a luxury suite in our retirement home, providing older individuals with elevated living standards. They will have the privilege of enjoying spacious apartments, indulging in amenities such as a hammam and a cinema, savoring delicious meals, and taking leisurely walks in the park.

## 3. THE MESSAGE

What we will convey in our marketing campaign is a sense of happiness infused with humor.



## 4. THE TARGET

Our target audience consists of affluent individuals who have elderly parents requiring care beyond their capabilities and who hold high standards for their loved ones' well-being. Additionally, we aim to reach wealthy retirees who seek an environment where they can enjoy their remaining years comfortably.



**Joe Goldenberg**  
When i was 19 i was afraid of flies

**Age :** 34 years  
**Profession :** History teacher  
**Statut :** Married with 3 child  
**Localisation :** Chicago, États Unis

**Bio**

Joe is a family man who spends all his free time with his children and hiking. He has a dog named Billy, whom he probably loves more than his friends.

**Salary**

2600 pounds

**Personality**

Introverted	Extrovert
Sensation	Intuition
Thoughtful	Feeling
Judgement	Perception

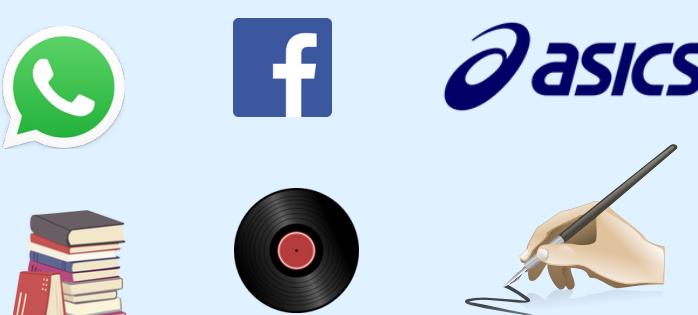
**Goals**

- Write his new book
- Travel to Asia with his family

**Motivations**

- Meeting new people

**Hobbies/social media**



**Leader** **Confident**  
**Sociable** **Thoughtful**  
**Caring**  
**Peaceful**

## 5. THE COMPETORS

The competitors in our market are primarily other retirement homes, particularly those of luxury caliber, that offer similar services and activities.

competitors	social media	tone	values
Hodge Hill Grange Care Home	Facebook, Twitter, Website	a respectful, caring and caring tone in their communications.	quality of care and life, experience, diversity
Great Alne Park	Twitter, Facebook, Instagram, LinkedIn, YouTube, web site	a respectful, benevolent tone, and attentive to their customers.	quality of care, security, integrity, diversity

## 6. THE MEDIA

For our communication strategy, we have planned to utilize various media channels, including:

- **Billboards in cities:** We will display advertisements on billboards strategically placed in urban areas to maximize visibility and reach.
- **Local advertising:** We will target specific locations such as tennis courts and golf carts, as these are popular among older and affluent individuals. This approach allows us to capture the attention of our target audience effectively.
- **Social media presence:** We will establish a strong presence on popular platforms such as Facebook, Instagram, and TikTok. Utilizing targeted advertising on these platforms ensures that our message reaches the right audience.
- **Advertising in local newspapers:** Recognizing that newspapers are still a preferred medium for many older individuals, we will invest in advertising space in local publications. This allows us to engage with the readership that primarily consists of our target demographic.
- **User-friendly website:** We understand the importance of a website that is easy to navigate, especially for older individuals. Therefore, we will design a website with larger text and intuitive features to cater to their needs.

By implementing these communication channels, we aim to effectively promote our retirement home and connect with our intended audience.

## 7. DESCRIPTION OF THE KEY ELEMENT OF THE CAMPAIGN

Our key element of our campaign is the billboards.

### POSTER



Bright colors were chosen for the poster to highlight the happy image of the retirement home and to give people confidence.

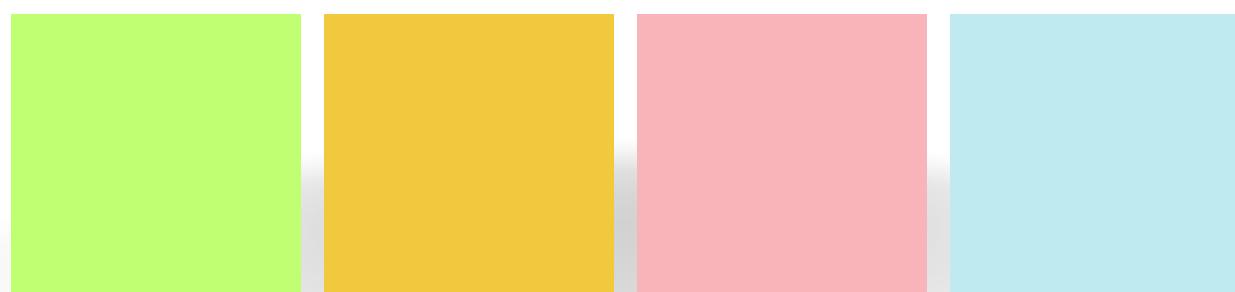
We see a grandmother full of energy and happy, this is to show that the future people who will come, will feel good and serene. The poster and the font are simple and it's also one of the images that the retirement home wishes to give "happiness is found in simple things"

## A. THE COLORS

We use vibrant and lively colors such as yellow, pink, blue, and green to depict our luxury retirement home in a playful manner. These colors attract attention when seen on the street.

The elderly individuals featured in the advertisement are depicted as joyful and content, conveying a sense of happiness and amusement in our retirement home. This allows viewers to envision themselves as happy and entertained within the facility.

The model on the billboard is well dressed, emphasizing the elegance and sophistication of our establishment. This signifies that our target audience includes individuals with a discerning taste and those seeking a high-end retirement experience.



Green : #C1FF72  
Orange : #F1C93D  
Pink : #F9B4BA  
Blue : #BEEAF0

## B. THE FONT

We chose a clean and modern font style called "sans serif" with a playful and creative touch, known as "neo," to promote our retirement home focused on entertainment and a joyful lifestyle.

Firstly, the sans serif font has simple, clear, and easy-to-read lines that convey a sense of simplicity, clarity, and approachability. By selecting a sans serif font, we want to communicate a contemporary and dynamic atmosphere that aligns with our vision of a modern and lively retirement home.

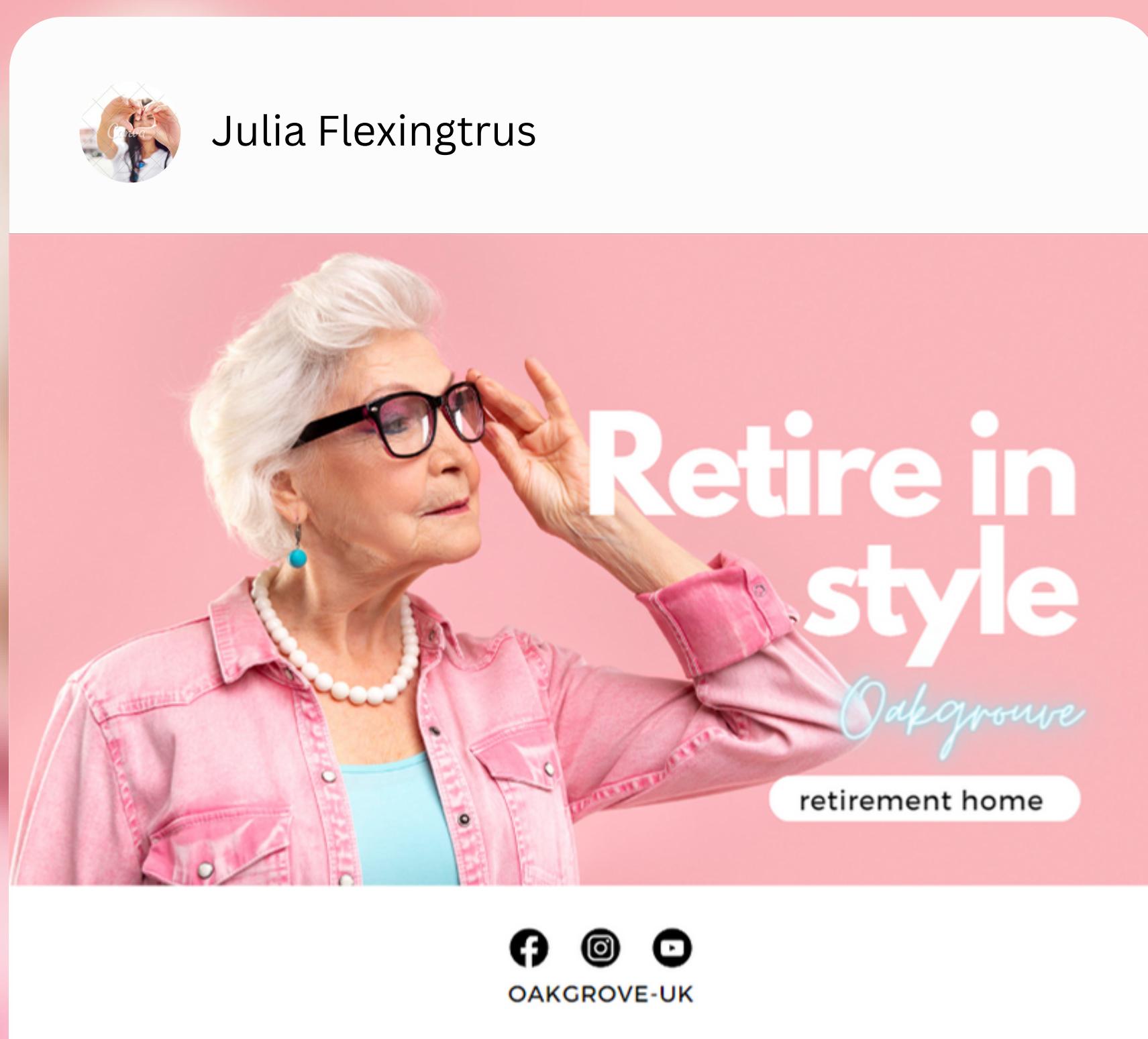
Additionally, the neo style of the font adds a playful and creative element to our visual identity. The geometric shapes and distinctive features of this typography reflect the fun and vibrant aspect that we want to highlight in our retirement home. The unique and expressive characters of the neo font capture attention and create a strong visual connection with our target audience.

By using this combination of sans serif and neo typography, we aim to project an image of our retirement home as a joyful, stimulating, and positively energized place. We want our potential residents to immediately feel drawn to the lively and engaging atmosphere we offer, and for our visual identity to reflect this unique experience.

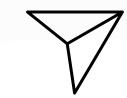
Oakgrouve

The logo consists of the word "Oakgrouve" written in a white, flowing cursive script font. It is centered within a rounded rectangular frame that is a solid purple color.

# SOCIAL MEDIA POST



The best retirement house of UK



A lot of them will be located in downtown areas of cities around Birmingham, at red lights, so that people can see them for a longer duration.

Our slogan is "Retire in style" because being old doesn't mean we can't be fashionable. Additionally, it challenges the perception of retirement homes as tranquil and dull places. Subconsciously, it embodies the vibrancy and energy of seniors.

# PRESS RELEASE



The cover features a vibrant, colorful design with a pink-to-orange gradient background. At the top left, the word "Oakgrouve" is written in a white, cursive, handwritten-style font. Below it, the word "GROOVE" is written in large, bold, white letters, partially obscured by overlapping colored squares (pink, yellow, blue). A photograph of an elderly woman with grey hair and a wide smile is integrated into the design, appearing behind the letters and in a large green letter "S". To the right of the main title, a vertical blue bar contains the text "2023" at the top and "MARCH | 2023" in the middle. The bottom half of the cover has a white background with black text. On the left, there's a section titled "OAKGROUVE, THE HOUSE OF HAPPINESS" and several paragraphs of descriptive text. On the right, there are three columns of text and a yellow footer bar with contact information.

## OAKGROUVE, THE HOUSE OF HAPPINESS

A funky new retirement home is coming March 25, 2023 ! Friends, media and future residents, get ready for a crazy opening night with the best retirement home ever! It will open its doors in London, England, and we can't wait to give you an incredible experience. A gala evening awaits you, where you can ask all your questions and register to become one of the lucky inhabitants of our oasis of happiness. Sparkling activities await you throughout your stay because we have everything you need, board games, discovery workshops, massage sessions and karaoke evenings !

Let's not even talk about meals, Oakgrouve is the perfect place to revive your taste buds.

We have chased away boredom and bad routine and transformed it into a friendly place where you will feel like retirement divas. Spacious and soothing rooms await, ready to provide you with restful nights of sleep and peaceful mornings.

A gala evening awaits you on March, 2023 from 6 p.m. to experience a unique moment and to ask all your questions. So don't wait any longer and register by email or by calling us to vibrate to the rhythm of the music!

 +44 1234567890  oakgrouvelondon.fr

We use a fun and enthusiastic communication style to highlight the positive aspects of getting older. We use a light and cheerful language, with jokes, funny comparisons, and interesting stories. Our goal is to change negative views about aging and show that being older has its advantages, like experience, wisdom, and freedom. We want to create an emotional connection with our audience, make them smile, and show the value of every stage of life.