



# SPARK

The story of a small ad agency igniting  
passion in the hearts of seniors

A novel of inspirational advertising  
**Spark Creative Solutions**



Best selling author of "Made In American House" shares his success story





## AMERICAN HOUSE CAMPAIGN

### OBJECTIVE

Increase brand awareness of American House; grow share of mind amongst our primary audience, adults 65+ and increase inquiries from those in-market.

With a desire to grow its portfolio nationally, American House Senior Living Communities recruited Spark Creative to define their brand, solidify their presence in the local market and attract national investors. Within 6 months, we launched MADE IN AMERICAN HOUSE, a breakthrough 360° brand campaign recognizing specific residents for the dynamic, inspirational and charming people they are. Eventually expanding our message to encompass employees and moments, we increased occupancy from 89% to 95%, attracting numerous residents and investors. Since the launch of Made In American House the portfolio has expanded to more than 50 communities with a platform in the Midwest, Illinois and Florida. During Spark Creative's partnership, American House is currently the 15th largest senior housing company in the country. The campaign includes television, print, a multi-page website, optimized mobile site, banner ads, eblasts, social media, web videos, out of home and a brand essence video.

# MARKETING PLAN

## Strategy

Implement our 360° brand campaign across select communication platforms, targeting our primary and secondary target audiences, within defined geographical areas surrounding each community.

## Target Market

Primary: Prospective residents

- Adults 65+
- Have children in the area
- Have immediate or near future need for services
- Secondary: Prospective resident influencers
- Adults 45-64
- Married with children
- Live nearby
- Currently provide some assistance to prospect

## Strengths

- Peace of mind: 24 hour staffing
- Independence: Private apartments with full kitchens
- Services: Restaurant-style dining, housekeeping, transportation
- Socialization: Events and outings
- Enrichment: Spiritual, physical, cultural, mental, emotional
- Amenities: Within apartments and common areas
- Location, location, location!



# MULTI-MEDIA, MULTI-DISCIPLINE APPROACH

## MULTI-MEDIA IMPLEMENTATION OF CONSISTENT BRAND MESSAGING ACROSS DISCIPLINES

### **Advertising**

- Corporate identity
- Collateral
- Television
- Radio
- Website
- Search engine optimization (SEO)
- Search engine marketing (SEM)
- Senior directories
- Local print
- Community newsletters
- Email blast
- Direct mail

### **Public Relations**

- Social media (Facebook, Twitter, YouTube, etc.)
- Corporate relationship building

### **Sales**

- Paid referral agency relationship building (A Place for Mom, SeniorLiving.net, etc.)
- Non-Paid referral relationships (Discharge planners, Senior centers, etc.)

### **Lifestyle**

- Programs & activities
- In-house events
- Outings

### **Culinary**

- Restaurant-style dining
- Choice
- Nutrition





# APPROACH

Spark Creative has adapted and structured many of its branding efforts through a number of cost effective, laser targeted, automated executional initiatives that include a digital CRM platform, a client customized work request process to accommodate any unique business structure, from a small scale individual platform to a large scale franchise. We target online with behavioral and geo-targeting initiatives with direct response tactics that can be measured and analyzed in real time, or at any time. The world changes drastically on a daily basis and the marketing world changes even more. The cheese keeps moving and we keep building better mouse traps.



# RESULTS

## 2010

No established brand

15 communities - MI

Average occupancy 80.1%

Spark Creative Solutions hired to:

- Define and establish the American House brand
- Increase occupancy

## 2017

American House brand strength drives growth/investment

47 communities - MI, FL, IL

Average occupancy 93% (3/24/17)





MOMENT PHOTOGRAPHY





# EXTERIOR PHOTOGRAPHY





# FOOD PHOTOGRAPHY





# FOOD PREPARATION PHOTOGRAPHY





# CORPORATE IDENTITY

## Exterior Signage



## Stationary Package



## Apparel Program

NAME TAG OPTIONS

**VENDOR: PROFORMA**

NAME TAG VERSION TO BE WORN WITH POLOS THAT FEATURE AH LOGO ON CHEST

**FRAN MARABLE**  
SENIOR LIVING COMMUNITIES  
Team Member Since 1995

Optional Framed Name Tag for Corporate, Executive Directors and Assistant Directors

**FRAN MARABLE**  
REGIONAL DIRECTOR

NAME TAG VERSION TO BE WORN WITH DRESS SHIRTS THAT FEATURE AH LOGO ON CHEST

**FRAN MARABLE**  
REGIONAL DIRECTOR

Optional Framed Name Tag for Corporate, Executive Directors and Assistant Directors

NO Name Tag Needed For HEAD CHEFS

5 of 13

**ASSISTANT DIRECTOR  
NIGHT MANAGER  
WEEKEND MANAGER**

OPTIONAL FOR...

**EXECUTIVE DIRECTOR  
CORPORATE STAFF**

CLASSIC RED, SCARLET, WHITE, TRUE/COBALT/NAVY BLUE

- NAME TAG WITHOUT LOGO from PROFORMA
- DRESS SHIRT from LANDS' END or GLORIA KAY (SWEATER OPTIONS from LANDS' END must be worn with collared shirt beneath)
- OWN PERSONAL Navy, Black or Khaki Pants (Corduroy Acceptable for Added Warmth)
- If Male, DRESS BELT should MATCH SHOES and be worn with SHIRT TUCKED IN
- Appropriate DRESS SHOES should be worn (No Flip Flops / Heels Not Necessary)

**LANDS' END**  
Logo Number 1113501w  
2.50" full color/red type (on WHITE)

**LANDS' END**  
Logo Number 1117492w  
2.50" all white (on NAVY)

**LANDS' END**  
Logo Number 1120092w  
2.50" full color/white type (on TRUE BLUE)

**LANDS' END**  
Logo Number 1120136w  
2.50" white type/blue around star (on RED)

7 of 13

## Transportation



**DIETARY**

CLASSIC RED AND BLACK

- NAME TAG WITH LOGO from PROFORMA
- LONG SLEEVE or SHORT SLEEVE POLO from LANDS' END
- OWN PERSONAL Black PANTS (Corduroy Acceptable for Added Warmth)
- OWN PERSONAL Black BELT with SHIRT TUCKED IN
- OWN PERSONAL Black Rubber Sole SHOES
- Black Waist APRON from LANDS' END

If handling food, server must wear hair restraint.  
For long hair, please wear hair net under beanie or baseball cap.  
Pony tail can pull through back of baseball cap.

**VENDOR: LANDS' END**  
BLACK BASEBALL CAP (WITH LOGO)

**VENDOR: SYSCO**  
BEANIE #6239931 (NO LOGO)

**LANDS' END**  
Logo Number 1120136w  
2.50" white type/blue around star (on RED)

**LANDS' END**  
Logo Number 1117492w  
2.50" all white (on BLACK BASEBALL CAP)

10 of 13





What do you want to do today?

**American House**  
SENIOR LIVING COMMUNITIES  
americanhouse.com



We have character. Thousands of them, actually.

Like Lorenza, our residents won't just steal the show... they'll steal your heart. Visit [americanhouse.com/testimonials](http://americanhouse.com/testimonials) to watch videos and learn more about our incredible cast of characters.

For information on our communities visit [americanhouse.com](http://americanhouse.com) or call (800) 351-5224.

**American House**  
SENIOR LIVING COMMUNITIES

Residences • Dining • Activities • Education • Wellness • Transportation • Support Services\*

☎ TDD (800) 649-3777 \*Support Services provided by third party not affiliated with American House.



**American House**  
SENIOR LIVING COMMUNITIES  
americanhouse.com



What do you want to do today?

**American House**  
SENIOR LIVING COMMUNITIES  
americanhouse.com



**American House**  
SENIOR LIVING COMMUNITIES  
americanhouse.com



What do you want to do today?

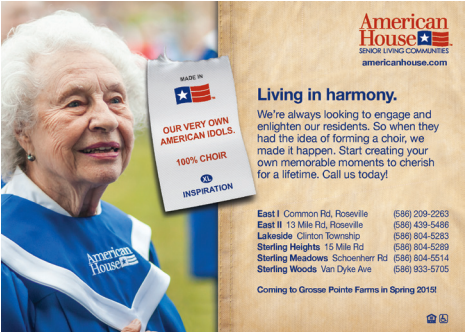
Our residents look forward to answering this question every day. For Bob, he often chooses to spend his time building model boats and sharing them with friends and neighbors. Watch Bob's video at [americanhouse.com/bob](http://americanhouse.com/bob) to find out more.

Call today to schedule a free lunch and tour. We look forward to finding out what you like to do.

**Western County**  
Oakland County  
Macomb County  
Wayne County  
Genesee County  
Lapeer County  
Ontonagon County  
Benzie County  
Charlevoix County  
Emmett County  
Hillsdale County  
Isabella County  
Kalamazoo County  
Leelanau County  
Manistee County  
Mason County  
Muskegon County  
Ogemaw County  
Oshtemo County  
Oscoda County  
Presque Isle County  
Roscommon County  
Shiawassee County  
Tuscola County  
Van Buren County  
Washtenaw County  
Winnebago County  
Ypsilanti Township

**Residences • Dining • Activities • Transportation • Support Services\***

☎ TDD (800) 649-3777 \*Support Services provided by third party not affiliated with American House.



Living in harmony.

We're always looking to engage and enlighten our residents. So when they had the idea of forming a choir, we made it happen. Start creating your own memorable moments to cherish for a lifetime. Call us today!

East I Common Rd, Roseville (586) 209-2263  
East II 13 Mile Rd, Roseville (586) 439-5486  
Lakeside Clinton Township (586) 804-5283  
Sterling Heights 15 Mile Rd (586) 804-5289  
Sterling Meadows Schoenherr Rd (586) 804-5514  
Sterling Woods Van Dyke Ave (586) 833-5705

Coming to Grosse Pointe Farms in Spring 2019!



Find out what makes us as unique as the people who live here.

When you come to American House, you find yourself part of many wonderful great people, getting the friendly attention, transportation, looking, sharing with experienced, experienced residents. But we have a lot more to offer, we are all in one place. Call us today to find out more about us.

**Residences • Dining • Activities • Transportation • Support Services**

**Western County**  
Oakland County  
Macomb County  
Wayne County  
Genesee County  
Lapeer County  
Ontonagon County  
Benzie County  
Charlevoix County  
Emmett County  
Hillsdale County  
Isabella County  
Kalamazoo County  
Leelanau County  
Manistee County  
Mason County  
Muskegon County  
Ogemaw County  
Oshtemo County  
Oscoda County  
Presque Isle County  
Roscommon County  
Shiawassee County  
Tuscola County  
Van Buren County  
Washtenaw County  
Winnebago County  
Ypsilanti Township

**Residences • Dining • Activities • Transportation • Support Services\***

☎ TDD (800) 649-3777 \*Support Services provided by third party not affiliated with American House.



## BROADCAST MEDIA

:30 TV “Bob, the Boat Builder – Resident Life”

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:30 TV “Choir – Enrichment Programs”

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:30 TV “Chef James – Culinary Program”

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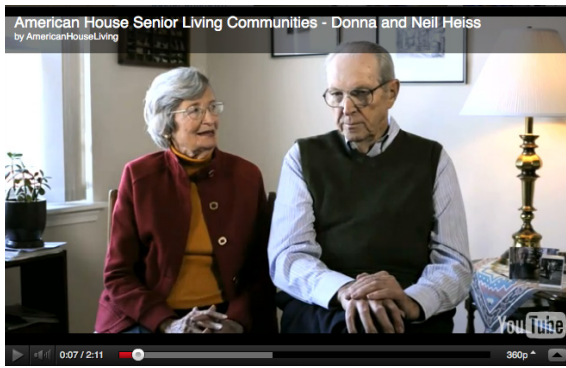


:60 Radio mirrors TV campaign messaging

- Radio runs in tandem with TV buy
- Additional radio coverage year round
- AAA1B “Living Well” series sponsorship



# ONLINE VIDEOS





DIRECT MAIL

Enrich your life.

For over 30 years, American House has helped thousands of seniors transition into the next phase of their life with ease.



*Share your time and wisdom with others.*

Living at American House provides the perfect blend of privacy, freedom and opportunity. Relax in your own cozy apartment, go shopping with friends or enjoy a special performance at the Opera House... The possibilities are endless. What do you want to do today?

**Resident Videos** Although you have to visit to truly understand how we can enrich your life, the next best option is to watch our videos. Visit us online at [americanhouse.com/testimonials](http://americanhouse.com/testimonials) or call and we can mail you a DVD.

Notes

MADE IN  
LAURA SHARES HER LOVE OF MUSIC WITH AMERICAN HOUSE CHOIR DIRECTOR.  
100% CONNECTION  
INSPIRATION





For a complete list of locations, visit [americanhouse.com](http://americanhouse.com)






Please join us for a delicious complimentary lunch.



Call and let us know when we can expect you. At your request, we'll even bake you a personal homemade apple pie "to go"!








**Carpenter** Residences • Dining • Activities • Transportation • Support Services\*  
† 734 677 0071 | † 734 677 0113 | 3470 Carpenter Road | Ypsilanti | MI | 48197 | [americanhouse.com](http://americanhouse.com)



\*Emergency response system and medical support services provided by third party not affiliated with American House.





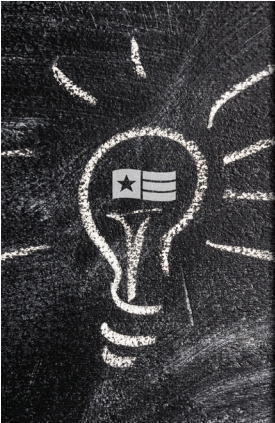
Please join us for a delicious complimentary dinner.


At American House, our carefully prepared meals are just one of the reasons our residents enjoy living here. We'd love to show you many more. Call us today and let us know when we can expect you. At your request, we'll even bake you a fresh, personal-sized apple pie to take home.

Call us today to schedule your dinner!



**Sterling Woods**  
(586) 480-1397  
36430 Van Dyke Ave  
Sterling Heights, MI 48312






**Learn about Alzheimer's from an expert in aging.**

**Wednesday, April 16 at 5pm**

Please join us for our latest educational series on Alzheimer's presented by Dr. Peter Lichtenberg, Wayne State University. Learn all about what Alzheimer's is, some early signs to watch for, and other interesting insights discovered from his research. We hope to see you there.

**Please RSVP by April 14**



**Oakland**  
(248) 727-1974  
1915 Baldwin Ave  
Pontiac, MI 48340





**The weather's hot and so are the cars.**

**Monday, August 19 from 5 to 7 pm\***

Join us for our **Classic Car Show**. The event will be rockin' with oldies music, food, prizes, a 50/50 raffle and lots of family fun! **Please RSVP.**

\*Rain date – Monday, August 26



**Elmwood**  
(248) 438-8887  
2251 W Auburn Rd  
Rochester Hills, MI 48309



## American House Honors Our Own Tuskegee Airman



## American House Honors Our Own Tuskegee Airman

At American House, we're fortunate to have a whole lot of history behind our doors! We even have our very own Tuskegee Airman, Lt. Col. Washington Ross. Ross, who lives at American House Southfield Senior Living, always knew he wanted to be a pilot. He was born in Mississippi, the fourth son in a family of five children, and then spent his youth in Kentucky.

In the 1930s, Lt. Col. Ross said there were barnstormers who went around Kentucky, city to

[LEARN MORE...](#)



### Better With Age: 10 Misconceptions About Growing Older

Many times, we dwell on youth as the best time of a person's life — but SO many things just get better with age, including confidence, family, grandchildren and the wisdom you gather throughout your years.

[LEARN MORE...](#)

[ABOUT US](#) | [CONTACT US](#) | [BLOG](#) | [COMMUNITY](#) | [NEWSLETTER](#)

Learn more about American House and find a community near you at

[www.americanhouse.com](http://www.americanhouse.com)



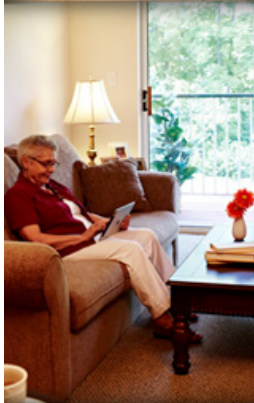
## EVENTS AND P.R.





## ONLINE BANNER ADS

Now offering up to **\$500** toward moving expenses.



**American House**  
SENIOR LIVING COMMUNITIES

[Find a location ★](#)

Lunch is on us.  
Make your reservation today.



**American House**  
SENIOR LIVING COMMUNITIES

[Find a location ★](#)



MADE IN   
VIDEO BOWLING CHAMPION.  
GREAT SENSE OF HUMOR.  
WWII VETERAN.  
100% PAUL HILL  
**XL**  
PERSONALITY

**American House**  
SENIOR LIVING COMMUNITIES

[See what makes us unique >](#)



**American House**  
SENIOR LIVING COMMUNITIES


[Find a location >](#)



We salute our veterans.

[Watch our videos >](#)

**American House**  
SENIOR LIVING COMMUNITIES



Home of our veterans

[Watch our videos >](#)

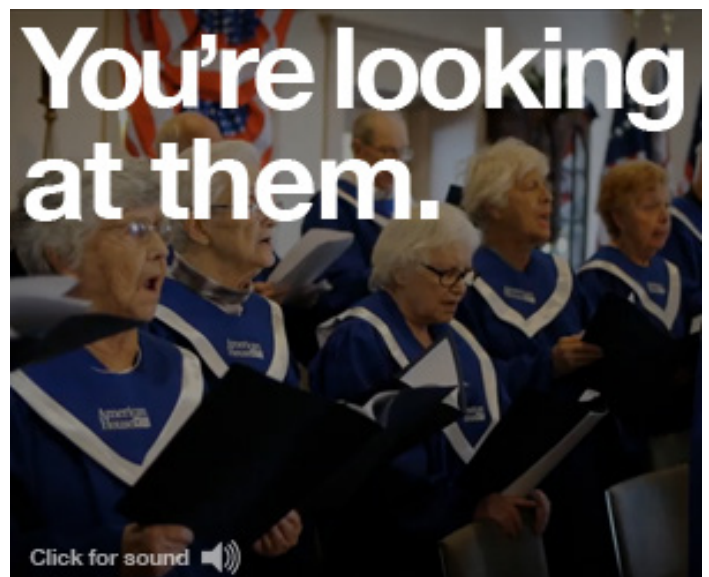
**American House**  
SENIOR LIVING COMMUNITIES


What makes America so beautiful?



[Click for sound](#) 

You're looking at them.



[Click for sound](#) 



# ONLINE BANNER ADS WITH DIRECT RESPONSE LANDING PAGE

**Can you afford to live a stress-free lifestyle?**



**American House**  
SENIOR LIVING COMMUNITIES

[Click To Calculate ★](#)

**American House**  
SENIOR LIVING COMMUNITIES

**Cost of living comparison worksheet.**

	Current	Senior Living
Rent/Mortgage	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Association/Condo Fees	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Property Tax/Insurance	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Home/Renters Insurance	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Utilities (Gas, Electric, Water, Sewer, Trash)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Cable	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Lawn Maintenance/Snow removal	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Home repairs & maintenance	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Licensed nurse available for health care needs	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Assistance with ADL's	<input type="checkbox"/>	<input checked="" type="checkbox"/>
3 meals a day + snacks	<input type="checkbox"/>	<input checked="" type="checkbox"/>
24 hr security system & supervision	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Emergency Response System	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Scheduled Transportation (car, gas, repairs)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Health Clubs/Exercise Classes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Entertainment	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Total**

[Click To Calculate ★](#)

**Take advantage of stress-free living today!**

Name:

Email:

Phone:

Zip Code:

[Click Here ★](#)

**800-123-4567**

**Lunch is on us. Make your reservation today.**



**American House**  
SENIOR LIVING COMMUNITIES

[Click Here ★](#)

**American House**  
SENIOR LIVING COMMUNITIES

**Schedule your free lunch and take a tour.**



**Schedule your free lunch Now!**

Name:

Email:

Phone:

Zip Code:

[Click Here ★](#)

**800-123-4567**

For over 30 years American House has helped thousands of seniors transition into the next phase of their lives with ease by offering the independence you want with the assistance you need

- Private studio, 1, 2, & 3 bedroom apartments
- Full-service restaurant-style dining
- Housekeeping & laundry services
- Personal & scheduled transportation
- Directors of Activities & Life Enrichment
- Convenient locations in your neighborhood



## BUS DESIGN





# SOCIAL MEDIA

(3) American House Senior Living Communities

www.facebook.com/AmericanHouseSeniorLiving?ref=ts

facebook Search for people, places and things

Tim McElmeel Home

Create Page

Now  
October  
2012  
2011  
2010  
Founded

What do you want to do today?

MADE IN  
100% ENGAGED  
XL  
MOMENTS  
American House  
SENIOR LIVING COMMUNITIES

American House Senior Living Communities

921 likes · 55 talking about this

Local Business  
(248) 203-1800

About Photos Events Likes Welcome

Highlights

Post Photo / Video

Write something...

American House Senior Living Communities  
18 hours ago

1 Friend  
Likes American House Senior Living Communities

facebook Search for people, places and things

Tim M

American House Senior Li... Welcome

Liked

American House  
SENIOR LIVING COMMUNITIES

Click Like to join our Facebook community.  
We'd love to hear what you want to do today!

LIVING OPTIONS »	AMENITIES & SERVICES »	
<ul style="list-style-type: none"><li>Independent Living</li><li>Assisted Living*</li><li>Respite Care</li></ul>	<ul style="list-style-type: none"><li>Restaurant-Style Dining</li><li>Studio, 1, 2, 3 bedroom apartments</li><li>Diverse Resident Programming</li></ul>	<ul style="list-style-type: none"><li>Transportation Services</li><li>Housekeeping &amp; Laundry Services</li><li>Third Party Personal &amp; Medical Support Services</li></ul>

MADE IN  
100% ENGAGED  
XL  
MOMENTS



# DIRECTORIES AND REVIEWS

American House Elmwood Senior Living in ROCHESTER HILLS, MI 48309 - Assisted Living Facility Reviews

www.caring.com/local/assisted-living-facilities-in-rochester-hills-michigan/american-house-elmwood

Sign In Sign Up

Search caring.com

Senior Housing Caregiving at Home Health A-Z Money & Legal Caregiver Wellness My Caring

Need help finding or choosing a senior care provider? Talk to a Caring Advisor for free: (866) 824-8174

Senior Housing and Living Directory > Assisted Living Facilities > Michigan > Oakland County > ROCHESTER HILLS > American House Elmwood Senior Living

Caring.com has the most comprehensive directory of Assisted Living Facilities. There are 18 nearby Assisted Living Facilities. Start a new search

### American House Elmwood Senior Living

2251 West Auburn Rd. [map]  
ROCHESTER HILLS, MI 48309  
(888) 457-3920

1 Review  
★★★★★

see all 8 photos

COST  
Starting at \$2,225/month

PAYMENT OPTIONS  
Contact for details

AVAILABILITY  
Accepting inquiries

### Contact Now

American House Elmwood Senior Living

- Get pricing
- Schedule an appointment

First and Last Name

Phone Number

E-mail Address

Looking for  
-- Choose One --

Providers: Get Listed

American House Elmwood Senior Living in ROCHESTER HILLS, MI 48309 - Assisted Living Facility Reviews

www.caring.com/local/assisted-living-facilities-in-rochester-hills-michigan/american-house-elmwood

Most Visited Getting Started Latest Headlines Lowe's My Shop Independent Living G5 Client Center Bookmarks

### REVIEWS OF AMERICAN HOUSE ELMWOOD SENIOR LIVING

Average Rating: ★★★★★ based on 1 Review


Write a Review

★★★★★ Posted by [Rice1](#) March 15, 2012

I am a friend or relative of a resident

“ It was a wonderful place where my grandma lived out many of her final years. The staff was very kind and understanding. She always seemed happy and never had problems with this place. It became a second home to us when she was in there, it seemed like everybody knew each other. The staff would go out of its way not only to make sure she was good but that we were good too. She got 3 meals a day and the Activities Director was always creating fun and exciting; crafts or games to play, they even had Wii Bowling which she got really good at. I have seen a couple of the nurses and they still rant and rave at how nice my grandma was. It's funny cause when stories of my grandma come up all we can do is to do it rant and rave about them. They were all to wonderful and for that I am thankful. ”

PROVIDER RESPONSE

 We are grateful to you and your family for making American House Elmwood your second home. We have a very caring staff and the residents and their families always come first. We truly love what we do. Thank you for the wonderful comments. Sincerely, Darlene Thompson, Executive Director

Write a Review

Contact this provider for details

LOCATION OF AMERICAN HOUSE ELMWOOD SENIOR LIVING

Providers: Get Listed







A beautifully delineated tale where the love for advertising  
meets the effectiveness of marketing. -“*The Boston Globe*”

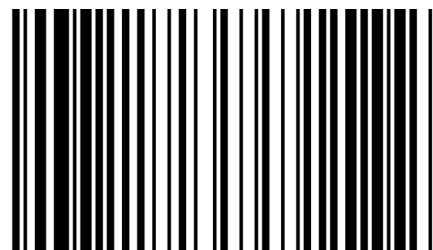
Breathtaking...A gem of an idea that you'll have  
trouble refusing. -“*Oprah*”

Spark has more enchantment, imagination and ideation  
than Crispin Porter. -“*NPR*”

Spark has done it again! I couldn't put this one down!  
-“*The New York Times*”



Spark Creative Solutions  
[sparkcreativesolutions.com](http://sparkcreativesolutions.com)



CALL 248.249.0008