

# Opening Doors to Aging Services

## Creative Brief

### The Assignment

Develop creative assets to introduce the aging services sector to the public, demystifying and building confidence in the aging services sector and the professionals who deliver the care and services that many older adults need to lead fulfilling lives.

### Communications Objective

Increase awareness, understanding and positive perceptions of the aging services sector.

### Target Audience

- Primary audience: Adults aged 45+, especially women, are our key target audiences because they are the most likely consumers of aging services for themselves or loved ones—and many are skeptical about or resistant to aging services. They say that good mental health and independence are especially important in their lives, as are good physical health, and respect and dignity.
- Secondary audience: Adults aged 65+, especially aged 75+, are an important additional target, as they are increasingly likely to need aging services—from a little extra help to significant support.

### Main Idea

We all want to stay independent as we grow older. With extra help from aging services, you can keep contributing and better enjoy your life.

### Idea Support

- The aging population in the United States is growing exponentially. Americans are living longer, dying slower, and saving less money. Seven in ten older adults will need long-term care and services—on top of support from families and friends.
- Most Americans are unaware that the aging services sector provides the full array of services older adults need—from help with basic household matters at home to advanced medical care outside the home.
- Experience with the sector drives confidence. 68% of those who've had direct experience with aging services rate it positively, and 70% would recommend it to others. LeadingAge research indicates that information can positively shift opinions of the sector.

### Personality and Tone

Upbeat, Open, Straightforward, Surprising, Compassionate, Competent, Dedicated, “We Got You.”

### Mandatories

- Feature real images and stories of older adults and care professionals.
- Represent authentic diversity in visuals and perspectives. Incorporate
- testimonials and other firsthand experiences.