

Empowerment

While older adults are often underestimated and encouraged to take it easy, SilverSneakers values and advocates for them to stay active. The program is designed to empower seniors to nurture their physical, mental, and social health. An to encourage engagement, SilverSneakers tailors activity suggestions to each individual's likes and preferences, which are determined by calculated algorithms based on previous actions.

This spot opens with a montage depicting the vibrant lives of SilverSneakers members as a result of participation in the program. We juxtapose each image with a statement that challenges beliefs about their capabilities. Ex. "Who says I can't keep up with the kids?" is paired with a senior texting with emojis. "Who says I can't stand for the encore?" is paired with a man onstage with a guitar, audience giving a standing ovation. "Who says I'm not up for dancing?" is paired with a woman twirling on a dance floor. We then show how SilverSneakers is the reason they are able to do these activities with images of members making choices every day to exercise, take enrichment classes, eat healthy, and socialize, both online and in person. Each visual moment is paired with a VO of a senior daring others to underestimate them. Ex. "I can make small changes." "I can meet new people." "I can learn new things."

KEY INSIGHT:

Treating “seniors” as an afterthought robs them of their joy which is why SilverSneakers is creating a technological oasis built to empower, encourage and guide aging US citizens toward a path to a happier, healthier, more connected life.

UPBEAT | PROUD | EMPOWERED | ACTIVE | POSITIVE | CAPABLE

High-Level Storyboard



We follow a few characters during this concept as a through line to be make a clear connection between the benefit and SS programs. Open with vignettes of life's possibilities with SilverSneakers i.e. grandparents playing with grandchildren, attending a little league game...



...Catching up with friends and family over Zoom, chores around the house, walking in the neighborhood...



....hosting a book club with friends or a bingo night, generally happy, joyful moments.



We transition to explaining the purpose of SilverSneakers, showing elderly people and our talent interacting with devices using phones or laptops.



Now, we show the role of SilverSneakers in empowering its members. This is the how behind the first half of the video. We see our grandparents from the beginning taking exercise classes in a gym, supplement with footage of others working out at home.



Next, we see them learning how to use technology: like Zoom or emoji speak. Supplement with more footage of seniors taking classes (craft, online, etc.)



Seniors taking a healthy cooking class, gardening, and more.



We close with showing the community SilverSneakers enables, close ups of our trio of seniors hanging out and vignettes of other group activities.