

Treatment 01

Connection

SilverSneakers has a long history of empowering seniors to improve their health and well-being by making it easy and fun to keep physically, mentally, and socially active. Both virtual and in-person exercise and enrichment classes bring seniors together, and many even build communities outside of the program, with book clubs, card nights, or volunteering efforts. And these interpersonal connections are not simply a perk. Compelling research has shown that strong friendships can actually help people live longer.

In this spot, we show mirrored images of two women in their respective living rooms, taking the same SilverSneakers yoga class online. We follow the pair from a post-practice Zoom breakout chat to the gym. We then add two men to the mix, and show how each healthy SilverSneakers interaction strengthens their personal ties. The story culminates with a dinner party attended by all four characters. A childlike excitement drives the mood, and the viewer empathizes with the relatable joy of making new friends.

KEY INSIGHT:

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 by leading them to actions we know they will enjoy.

SUNNY | ENERGIZED | FRIENDLY | OPEN-HEARTED | CHEERFUL

High-Level Storyboard



We open with a split screen showing two women, mirrored, doing the same yoga pose from their respective living rooms.



The camera zooms out to reveal our stylized sets and show that they are taking the same virtual yoga class. Their screens are in the middle on the frame.



After class, they both pick up their devices, sit in a chair or on a couch and chat. Wide shots then cut to the perspective of each device's camera.



And now, we begin a montage of split screen scenes that expand upon SilverSneakers ecosystem. A new male character & one female character meet to discuss their latest book club selection.



Next, two male characters take a cooking class in their kitchens via Zoom.



One female character works out in a studio with others. The other female character continues working out from home.



We cut into the final scene of a dinner party with our four characters to demonstrate the connections and relationships made possible by SilverSneakers.



Finally, we zoom out to feature a neighborhood and see the SilverSneakers logo popping up over different houses and places of business to demonstrate the community built as a result of this platform.