

Transformation

SilverSneakers helps seniors stay physically, mentally, and socially active—every single day. It's not about training to climb a mountain. It's about making an effort to show up consistently to sustain a high-quality life. The program is designed to empower members with engaging activities that stimulate the mind, body, and soul—and the personally-tailored suggestions make them feel heard. The methodology, paired with a variety of digital and in-person offerings makes it easy to experience transformation—and for one's inner light to shine more brightly.

In this spot, we follow the story of a woman who starts out having a low energy morning, and is unable to walk her dog. She shows us the powerful, physical and emotional impact of ordinary moments and actions. We witness the transformative journey as she participates in SilverSneakers with small activities and healthy routines that increase strength, mobility, and flexibility, and expand her social circle. We are uplifted by her restored confidence, and the joyfulness when she meets her new community in real life. We are also touched by the relationship with her dog, as SilverSneakers has given her the tools to fully care for him and enjoy his company.

KEY INSIGHT:

SilverSneakers understands the deep, emotional needs of seniors allowing us to use machine learning technology to make it nearly impossible for them to fail when taking the “next best action” toward their physical and mental health.

EMOTIONAL | DELIBERATE | PATIENT | JOYFUL

High-Level Storyboard



We open to a woman in her early 70s, getting up out of bed. She walks over to an armchair, sits. Her dog jumps up onto her lap. He excitedly runs to the door and we see the leash.



A dog walker comes to walk her pup. After they leave, the woman turns to her phone and interacts with SilverSneakers for the first time, looking hopeful.



Our woman starts with small exercises in the living room, then when the dog walker arrives, she has already clipped the pup's leash and hands it to her.



Our female lead wakes up, heads to the kitchen, turns on her laptop and takes a Zoom cooking class. She prepares a healthier meal than usual and makes new friends. She meets her dog walker on the pathway to the house and hands off the leash. She continues walking slowly, but confidently as exercise.



She wakes up ready to take on her morning. She checks her phone and joins a group workout class offered through a gym. The dog walker is still walking her pup.



Today, she leashes up the dog, takes him out, and walks him all by herself.



We see the payoff of her getting to walk her own dog and see friends at the park, both of which are sources of empowerment and joy. She looks more confident than ever and her social circle responds positively to this energy.



Because SilverSneakers is never about the end goal, we close our spot with a new day. Our lead wakes up happy and refreshed and plays with her dog in the living room.