



**Introducing:**

*Three new exciting Marketing tools to help  
streamline your Sales and Marketing programs  
**BrandWorks, Moore Media and StudioNow.***



**Brookdale BrandWorks**

*We're proud to introduce **Brookdale BrandWorks.***



*Available  
Jan. 5  
2015*



## What is BrandWorks?

*It's an exciting new way to order online, community flyers and direct mail, as well as the corresponding creative needs you may have from your division's account executive (formerly known as your marketing coordinator). Please note this new process replaces Workamajig. If your creative needs fall outside of BrandWorks and will require a creative brief as directed by your division's account executive, please expect a minimum delivery of five weeks for creative.*

### Marketing Coordinators

<i>Name</i>	<i>Email</i>	<i>Region</i>
Ashley Jackson <i>(Hannah White covering until mid January)</i>	ajackson5@brookdale.com hwhite2@brookdale.com	Northeast
Katie Wood	kzielasko@brookdale.com	Southeast
Amanda Kelley	akelley@brookdale.com	Central
Taylor Turner	tturner2@brookdale.com	West
Tonya Mennino	TMennino@brookdale.com	CCRC & Entry Fee Division

### What are the benefits?



Over 300 template options for community flyers and direct mail pieces.



Download a PDF immediately to print locally or order prints for delivery.



The ability to order corresponding creative materials through your assigned account executive.



A one-stop shop with quarterly updates about BrandWorks' latest additions.



An upload feature for SMS Mailing lists.



An opportunity to suggest ideas for future templates.

## What are the steps to using BrandWorks?

*If you need creative for events less than 12 days away, simply log on to [www.brookdalebrandworks.com](http://www.brookdalebrandworks.com) . (Note: available Jan. 5, 2015)*



### *Step One:*

**Login**

- Click the login button in the upper right hand corner.
- Username is your "community BU number" (numbers only) and the password is "welcome" (lower case).
- Note, if you are a non-rebranded Legacy Emeritus community, you can order your existing materials by visiting this URL: <http://emeritusmartstore.com>. For creative jobs, please utilize our new Brandworks templates.
- Fill out the security question form. This is a one-time form and is required to be filled out.

### *Step Two:*

**Select Your Creative**

- As you enter BrandWorks, you will see the first page is the catalog page. There is a drop down menu to the left featuring the template categories, along with a search feature.

### *Step Three:*

#### **Additional Materials Needed?**

- Additional materials requested for items such as email blasts, ads, radio spots and purchased mailing lists.

This step **MUST** be completed and sent to your account executive before ordering your template. (Links to your account executive are listed below Step 1 on BrandWorks).

- Fill out the template form. All required fields must be filled out.
- Help Line: If you need assistance in ordering your template you can contact the administrator at [brookdale@rjyoung.com](mailto:brookdale@rjyoung.com) or call 1-844-296-8013 (8 am to 5 pm CST).

### *Step Four:*

#### **Submit Your Order**

- You will receive an email confirmation of your order.



## Moore Media

*We're also proud to announce our partnership with **Moore Media** for all your creative media needs available Jan. 1.*



On Jan. 1 Moore Media will begin purchasing and placing local newspaper and radio advertisements.



If you have a need to purchase media, simply email your account executive. Moore Media will then contact you. Your BrandWorks creative will serve to identify your media needs. The firm will negotiate the media, place the buy, traffic the materials to be submitted for the publication date, review the invoice for accuracy and process the paperwork.



By partnering with Moore Media, our communities no longer have to deal with cumbersome invoicing and paperwork. Instead, our communities will benefit from the firm's pre-negotiated rates with major newspapers and properties in top US markets, allowing them to purchase media at lower prices. We are projecting that Brookdale will save 10-15% on media AFTER Moore's commission.

## Studio Now

We are also partnering with StudioNow, a leading video production company headquartered in Nashville, which will produce professional videos of all Brookdale communities. A well-produced video can serve as one of your most compelling sales tools. Showcasing your community — along with the residents and associates who make it special — encourages your prospective residents and families to schedule their visit. And, by partnering with the same studio across our company, we can achieve a cohesive national brand image that benefits us all.

*Communities  
can schedule a  
session today!*

*Video production costs should be applied to community budgets and coded as “Other Marketing: 600809.”  
The options and estimated costs are:*

### **Community Profile Video (1-2 minutes)**

- General overview of the local community
- Includes testimonials from select residents and associates
- Estimated cost is \$1,110

### **Community Profile with Tour Video (2-3 minutes)**

- General community overview plus community tour
- Includes testimonials from select residents and associates
- Estimated cost is \$1,760

*To schedule a video shoot, visit <https://www.surveymonkey.com/s/brookdalevideo> and enter the requested contact information, video option and preferred production date. Studio Now will then contact you to schedule the visit.*