

CONCEPT 1

SILHOUETTE

Herald the executive, success mentality. Type treatment is straightforward, honest, active. Business like.

Photos are active, showcase a quality lifestyle. Image of person is silhouette-inviting all, keeping ambiguity of image allows critical thinkers to focus on the lines, feel the photo, and see themselves as the unidentifiable person/s.



BROOKDALE
— SENIOR LIVING SOLUTIONS —
ALL THE PLACES LIFE CAN GO™

YOU STILL REMEMBER IT.

The surprise, maybe even the envy, on the faces of those who heard you left the pack. To venture out and follow your gut. Because you concluded, what no one else had yet considered.



THIS WILL BE LIKE THAT.



FREEDOM PLAZA

PEORIA

BROOKDALE SENIOR LIVING

Discover the senior living solution for all your wants and eventual needs.
Learn what's possible with a Brookdale entry fee community for all the places life can go.

A silhouette of a person wearing a hat and holding a fishing rod, standing on a pier or dock overlooking a body of water. The background is a warm, golden sunset with trees and a bright sun low on the horizon.

TYPICAL YOU.

Planned for retirement and found yourself here, ahead of time. A lifetime of high expectations isn't going to change overnight.

OR IF YOU'RE LIKE US, EVER.



CYPRESS VILLAGE

JACKSONVILLE

BROOKDALE SENIOR LIVING

Make the most of life. Learn what's possible with an entry fee community by Brookdale. You'll find a senior living solution for all the wants you have today and all the needs you may have, tomorrow.

AFTER A MILLION WINS,

from a million more zig zags
across the globe, you've arrived.

Exactly as planned.

Retirement with all the
comforts was part of your
mission statement.

**VICTORY FROM A METICULOUS PLAN,
NEVER FAILS.**



CYPRESS VILLAGE

JACKSONVILLE

BROOKDALE SENIOR LIVING

Come discover a senior living solution for all your wants and needs.
Introducing Brookdale's Entry Fee community for all the places life can go.

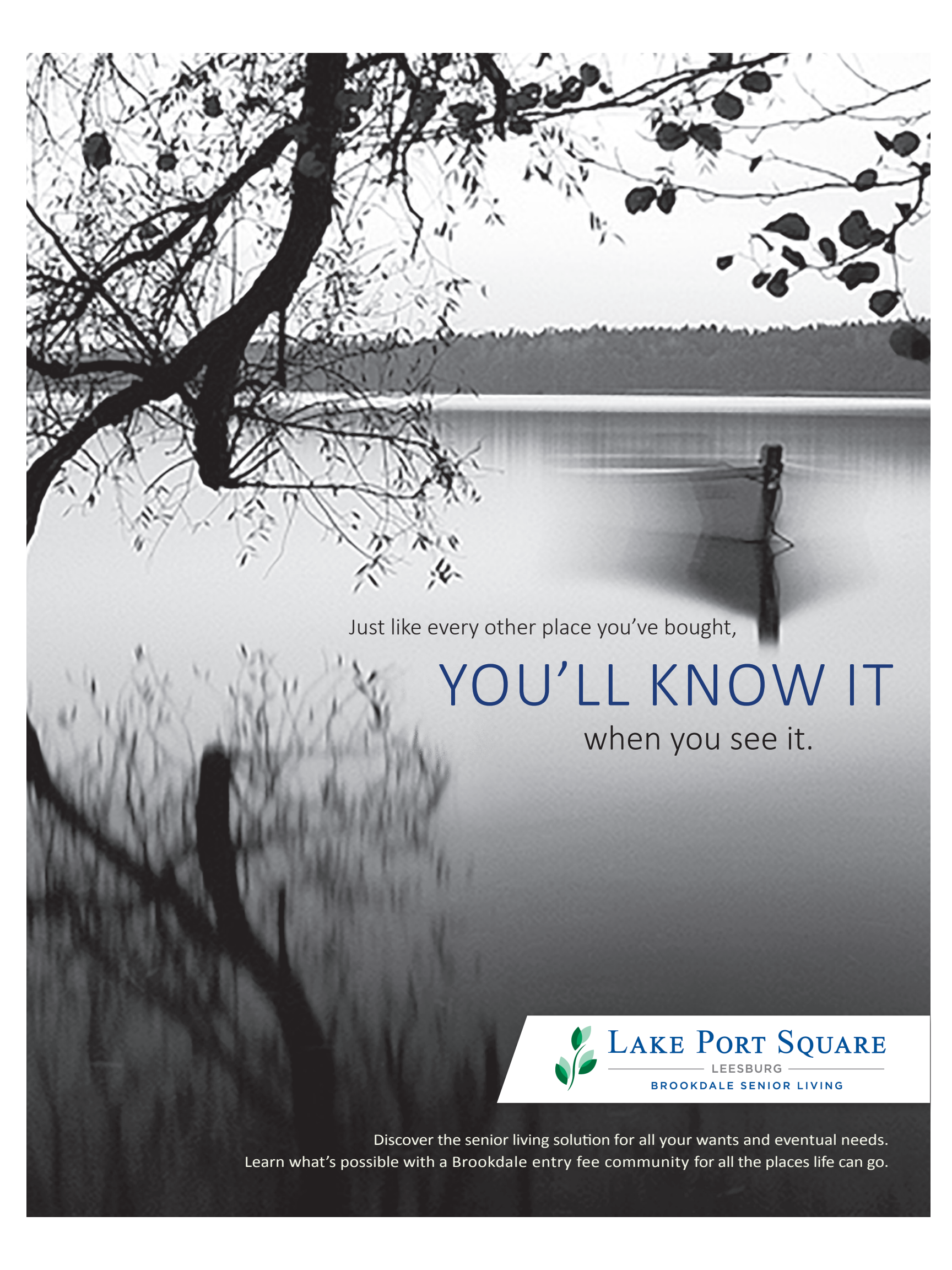
CONCEPT 2

BLACK WHITE AND BLUE

Herald the eye candy of a dramatic, black and white photo. Evoke an ethereal mood, pay off with an elevated tone and intelligent compliment or logical perspective for the target audience.



BROOKDALE
— SENIOR LIVING SOLUTIONS —
ALL THE PLACES LIFE CAN GO™



Just like every other place you've bought,

YOU'LL KNOW IT
when you see it.



LAKE PORT SQUARE

LEESBURG

BROOKDALE SENIOR LIVING

Discover the senior living solution for all your wants and eventual needs.
Learn what's possible with a Brookdale entry fee community for all the places life can go.

You never did understand, the value of

TAKING THE LONG WAY AROUND.

Neither did we.



CYPRESS VILLAGE

JACKSONVILLE

BROOKDALE SENIOR LIVING

Make the most of life. Learn what's possible with an entry fee community by Brookdale. You'll find a senior living solution for all the wants you have today and all the needs you may have, tomorrow.

You're never one to arrive at a decision.

YOU SIMPLY SEE A COMPELLING, best direction.



CYPRESS VILLAGE

JACKSONVILLE

BROOKDALE SENIOR LIVING

Make the most of life. Learn what's possible with an entry fee community by Brookdale. You'll find a senior living solution for all the wants you have today and all the needs you may have, tomorrow.



YOU'LL FIND COOL SHADOWS

for your comfort, and a canopy to shelter your
grandchild's sweetest memories.



REGENCY OAKS

CLEARWATER

BROOKDALE SENIOR LIVING

Come discover a senior living solution for all your wants and needs.
Introducing Brookdale's Entry Fee community for all the places life can go.

CONCEPT 3

REALISTIC EXTERIOR PROPERTY SHOTS, WITH A FOCUS ON THE LANDSCAPE.

The photos are colorful but de-saturated shots.

Type is easy to read, straight forward and second fiddle to hero shots of landscape. Lines are clean and fast, built with logic and promise. Images showcase the properties which the target audience may think they know, but have only seen from a distance.



BROOKDALE
— SENIOR LIVING SOLUTIONS —
ALL THE PLACES LIFE CAN GO™

Every sunrise is beautiful,

when you wake up to

NO WORRIES.



LAKE PORT SQUARE

LEESBURG

BROOKDALE SENIOR LIVING

Discover the senior living solution for all your wants and eventual needs.
Learn what's possible with a Brookdale entry fee community for all the places life can go.

It doesn't get any better

than this.

UNTIL TOMORROW.



FREEDOM PLAZA

PEORIA

BROOKDALE SENIOR LIVING

Make the most of life. Learn what's possible with an entry fee community by Brookdale. You'll find a senior living solution for all the wants you have today and all the needs you may have, tomorrow.

There is nothing quite like a valued perspective.

Especially when it comes with

A BREATHTAKING VISTA.



REGENCY OAKS

CLEARWATER

BROOKDALE SENIOR LIVING

Come discover a senior living solution for all your wants and needs.
Introducing Brookdale's Entry Fee community for all the places life can go.

CONCEPT 4

REALISTIC INTERIOR PROPERTY SHOTS, WITH A FOCUS ON THE INSIDE OF ROOMS.

The photos are colorful but de-saturated shots.

Type is clean, easy to read. Font changes to a script where the line ends in a promise. Images showcase the interior angles of the properties. While these are not true photos of the communities, we would shoot to elevate best details.



BROOKDALE
— SENIOR LIVING SOLUTIONS —
ALL THE PLACES LIFE CAN GO™

It's never our goal to
ask you to leave your home.

Rather, to show
you how this will

Feel like home.



FREEDOM PLAZA

PEORIA

BROOKDALE SENIOR LIVING

Discover the senior living solution for
all your wants, and eventual needs.
Learn what's possible with Brookdale's
Freedom Plaza, a scalable neighborhood
for all the places life can go.

It's an awesome
thing to live
the dream vacation.

Minus The Travel.



Make the most of life. Learn what's possible with an entry fee community by Brookdale. You'll find a senior living solution for all the wants you have today and all the needs you may have, tomorrow.



CYPRESS VILLAGE

JACKSONVILLE

BROOKDALE SENIOR LIVING

You can't imagine this is
someone's everyday lifestyle.
Dreams aren't usually recalled
with such attention

To detail.



REGENCY OAKS
— CLEARWATER —
BROOKDALE SENIOR LIVING

Come discover a senior living solution for all your wants and needs.
Introducing Brookdale's Entry Fee community for all the places life can go.

CONCEPT 5

EVOLUTION OF EXISTING CAMPAIGN- ACTIVE LIFESTYLE.

The photos are colorful but de-saturated shots.

Type is clean, easy to read. Images showcase seniors busy, active, and enjoying life. These would be a lifestyle, candid shot. Not looking at the camera but capturing the moment.

The entry fee target audience is younger so photos would reflect this.



BROOKDALE
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ALL THE PLACES LIFE CAN GO™

Life comes at you fast.

The trick is knowing how
to hit the curve balls.



Celebrate the
lessons learned.

Move in
and move on.



FREEDOM PLAZA

PEORIA

BROOKDALE SENIOR LIVING

Discover the senior living solution
for all your wants, and eventual
needs. Learn what's possible with
Brookdale's Freedom Plaza,
a scalable neighborhood for all
the places life can go.



Everyone knows time
waits for no one.

Wait on time to
show you a path, and
your choices will be
made for you.



CYPRESS VILLAGE

JACKSONVILLE

BROOKDALE SENIOR LIVING

Make the most of life. Learn what's possible with an entry fee community by Brookdale. You'll find a senior living solution for all the wants you have today and all the needs you may have, tomorrow.

Way back when you first learned to count,
you understood aging.

And with it, the constant called change.



Celebrate the
lessons learned.

Move in
and move on.



REGENCY OAKS

CLEARWATER

BROOKDALE SENIOR LIVING

Come discover a senior living solution for all your wants and needs.

Introducing Brookdale's Entry Fee community for all the places life can go.