

# New Pond Village

Campaign: Roaring Twenties Event



## Roaring Success: How a '20s-Themed Event Drove Interest in Senior Living

### Overview

New Pond Village is a CCRC located in Walpole, Massachusetts. To start the year with strong momentum, the community partnered with EVR Advertising to develop and promote a signature event aimed at attracting qualified prospects and showcasing the lifestyle offered at New Pond Village.

### Challenge/Objective:

New Pond Village needed an event approach that created a dynamic, engaging experience to draw in both new and current prospects while supporting the sales team’s long-term nurturing efforts.

### Strategic Approach

EVR developed an immersive Roaring '20s-themed event designed to capture attention, spark curiosity and drive attendance. The concept aligned with New Pond Village’s brand and the target audience while offering a fresh, lifestyle-driven experience that would resonate with active adult prospects.

#### TARGETING:

- Active independent living prospects from the community’s database
- Optimized list of contacts based on age, income and targeted geographies secured from data partner SeniorROI

#### CREATIVE CONCEPT:

- “Roaring '20s Revelry” theme centered around fun, nostalgia and elegance
- Positioning focused on lifestyle exploration, not just entertainment

#### BRAND ALIGNMENT:

- Reinforced the vibrancy, warmth and hospitality appeal of New Pond Village



### Tactics

The promotional campaign for the event combined print and digital elements to generate buzz and drive attendance, then extended its impact with post-event content.

#### Tactical highlights included:

##### PROMOTION

- **Direct mail:**
  - Themed invitation using bold black, white and gold visuals
  - Messaging conveyed exclusivity, excitement and the opportunity to connect
- **Email:**
  - Coordinated email outreach reinforcing the direct mail invite
  - Designed to capture RSVPs quickly and keep the event top of mind
- **Social media:**
  - Mix of organic and paid posts targeting qualified prospects
  - Pre-event posts to build anticipation and post-event content to showcase highlights

##### EVENT ELEMENTS

- Immersive speakeasy theme, complete with a hidden entrance that sets the tone for the evening
- Nostalgic signage and décor evoking the glamour of the Roaring '20s
- Cigarette girls mingling with guests to enhance the period atmosphere
- Casino-style games using “funny money”
- Live jazz music and Charleston dance lesson
- Themed cocktails like Bee’s Knees, Sidecar and Old Fashioned
- Gourmet cuisine prepared by the in-house culinary team
- Community tours, including a spotlight on “The Ritz” luxury apartment

##### POST-EVENT AMPLIFICATION

- Recap video produced to highlight key moments and extend engagement
- Website blog created to showcase event highlights
- Social media posts used to maximize the reach of event assets and convey the vibrant community culture

### Results

The event successfully brought together residents, prospective residents and associates for an evening of connection, dancing and fun—while delivering strong engagement metrics.

#### Event Results:

70% of RSVP’d prospects attended

Nearly 20% of attendees booked post-event personal tours

1 deposit secured during the event

### Summary

This event and corresponding promotional campaign demonstrate how immersive, lifestyle-driven events can be powerful tools in senior living marketing. By combining precise targeting with a creatively themed experience, EVR helped New Pond Village forge emotional connections with prospects, foster engagement and build brand affinity.

The Roaring '20s Revelry event wasn’t just a successful one-day activation—it became a launchpad for ongoing conversations, community tours and continued interest in New Pond Village.



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