

STORYTELLING FOR THE NEXT GENERATION: CAPTURING THE BOOMER VIBE

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SENIOR LIVING PHOTOGRAPHY AND FILMS

SENIORLIVINGPHOTOGRAPHY.COM

LEADINGAGE BOSTON

ALL PHOTOS, SOCIAL MEDIA, AND FILMS IN THIS
PRESENTATION, CREATED BY TOM SANDERS



**I AM AN EXPERT ON CREATING VISUALS ON
AGING!**



OVERVIEW

ABOUT

COMMISSIONED WORK

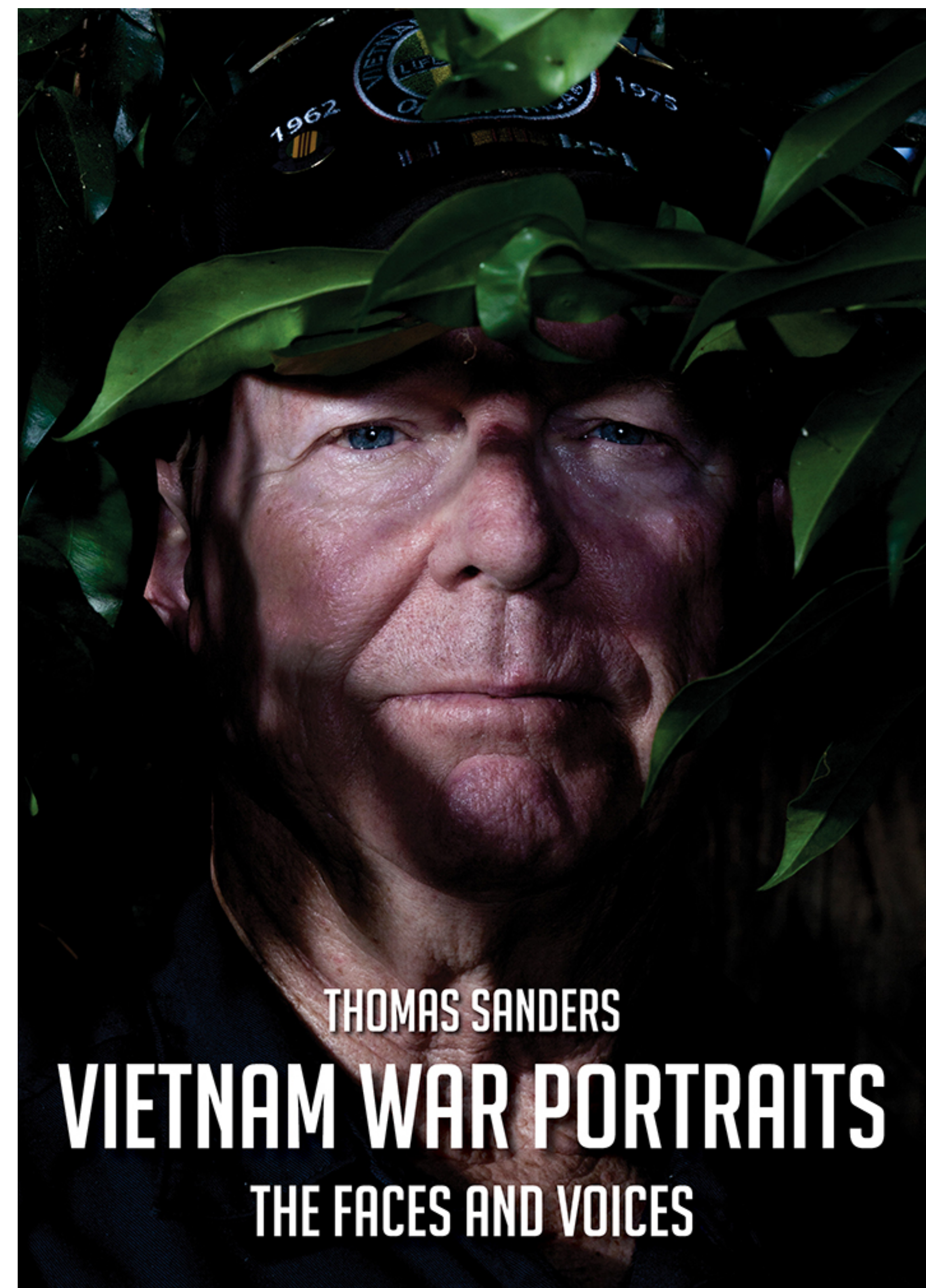
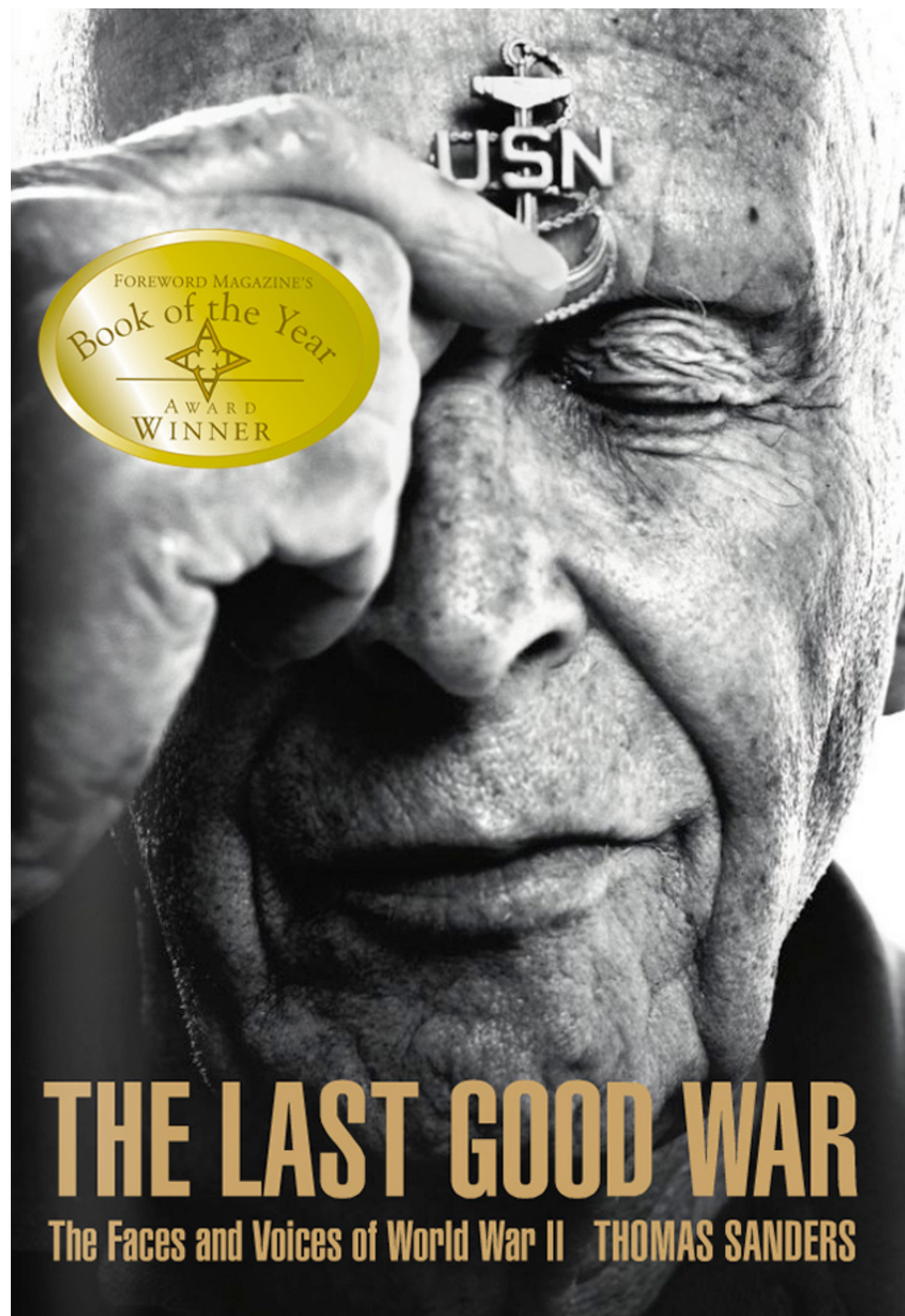
SENIOR LIVING SOCIAL MEDIA MANAGEMENT

PERSONAL SERIES

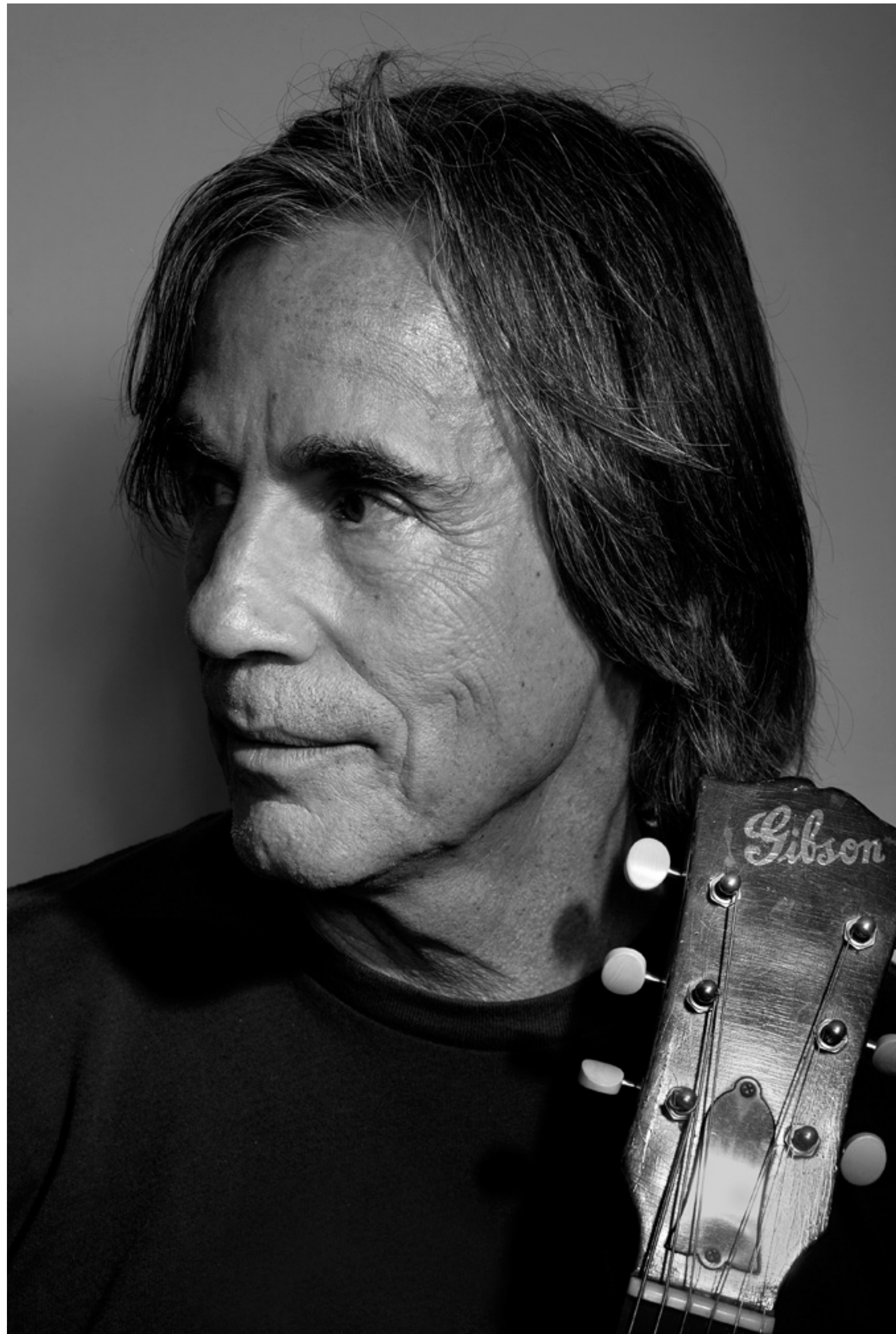
BOOKS AND MORE!

CONTACT

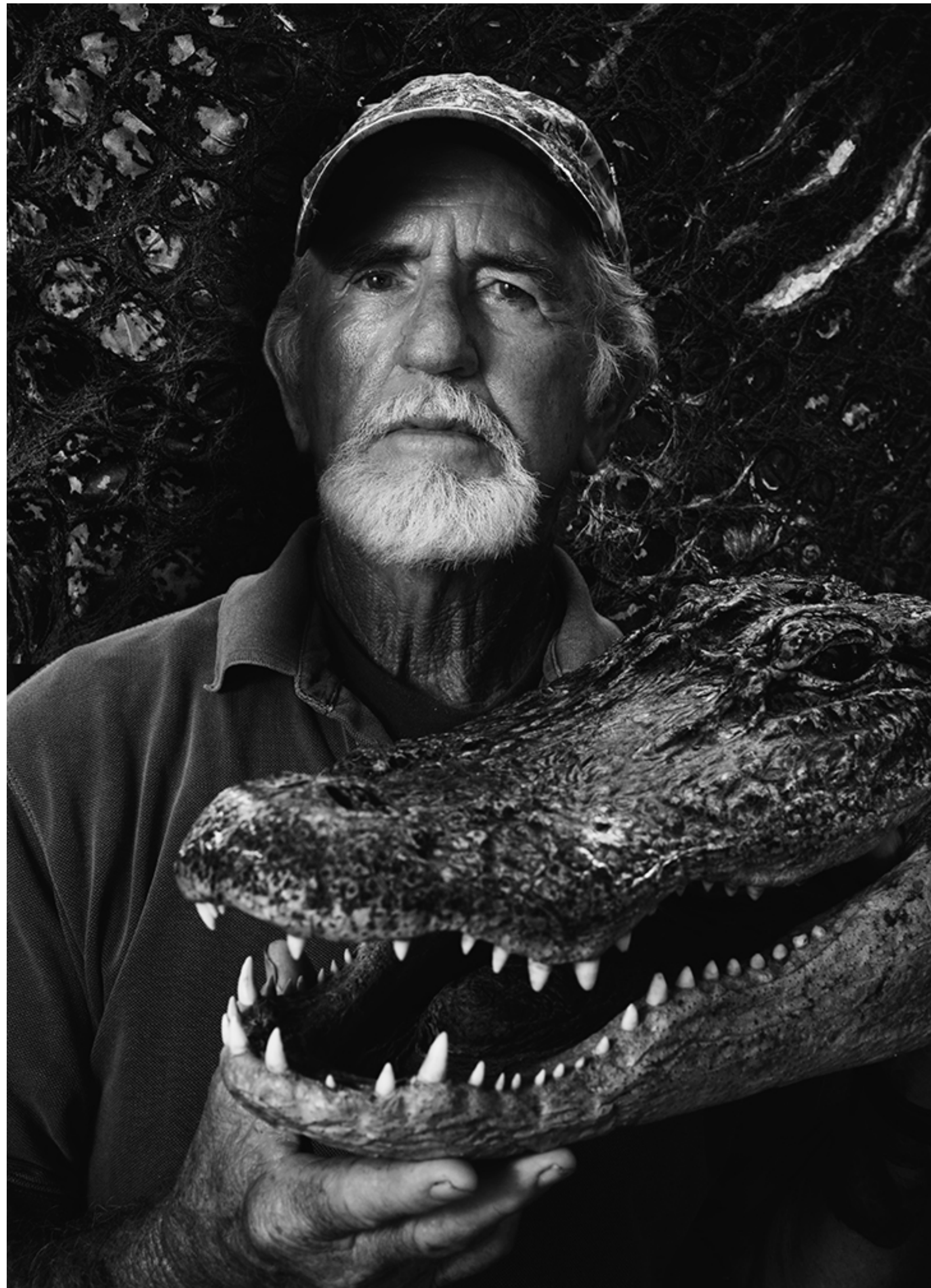


















**I AM NOT A BABY BOOMER, BUT MY PARENTS
ARE. SO, I AM FAMILIAR WITH THE BABY BOOMER
AUDIENCE.**



BOOMER AGE RANGE IS 71-79 YEARS OLD
(BORN 1946 – 1954)

**OUR VISUALS ON AGING FOR THE BABY BOOMERS, MUST REFLECT THEIR
DESIRE FOR A CONTINUED, ENRICHED LIFE.**



THE CRISIS OF THE GENERIC PHOTO





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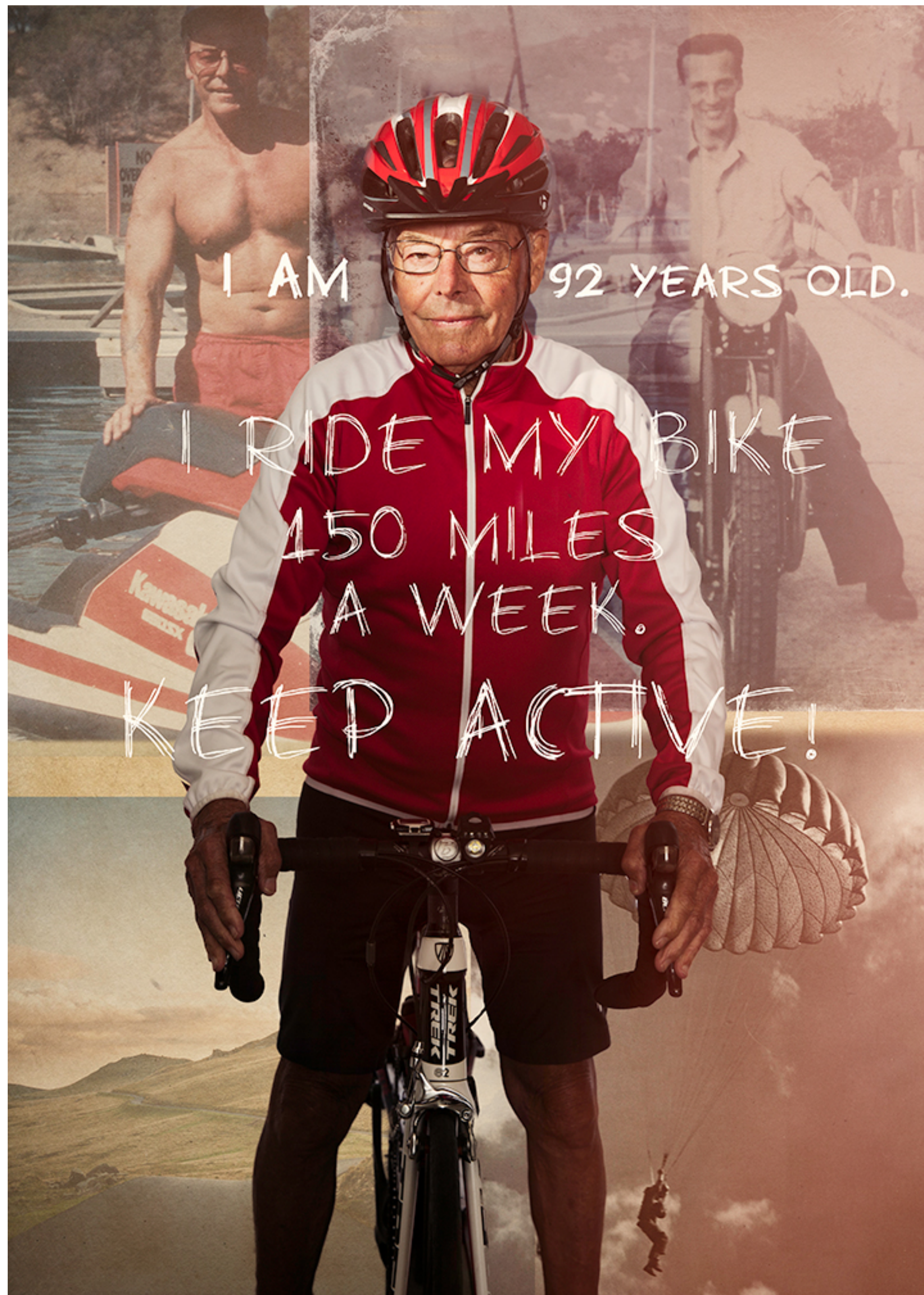
THE BOOMER LENS: REJECTING THE "OLD" NARRATIVE



THE BOOMER LENS: NEW NARRATIVE



**KEY MINDSET: BOOMERS DO NOT SEE
THEMSELVES AS "OLD." THEY VALUE
INDEPENDENCE, EXPERIENCE, AND FITNESS.**



I AM 92 YEARS OLD.

I RIDE MY BIKE
150 MILES
A WEEK.
KEEP ACTIVE!



**ARE SENIOR LIVING COMMUNITIES FULL OF RACE
CAR DRIVERS AND ROAD BIKERS TO SHOWCASE
IN YOUR IMAGERY?**

**WHAT CAN WE DO TO CHANGE THE
VISUAL NARRATIVE ON AGING?**

***ASK: DOES THIS PHOTO/FILM/SOCIAL
MEDIA TRULY DIFFERENTIATE YOUR
COMMUNITY?***

**THE BRAIN LOVES
NARRATIVE. WHEN
PEOPLE LOOK AT A
STORY, THEY MENTALLY
PLACE *THEMSELVES* IN
THE SCENE.**

**STORYTELLING IN SENIOR
LIVING IS ABOUT RELIEVING
THE FEAR OF CHANGE BY
SHOWING CONNECTION,
PURPOSE, AND DIGNITY.**

**SOME OF MY CLIENTS HAVE ME SHOOT AT ALL OF THEIR
COMMUNITIES AND SOME OF MY CLIENTS HAVE ME CREATE A
LIBRARY OF IMAGES THAT REPRESENT ALL OF THEIR
COMMUNITIES.**

LIFESTYLE PHOTO SHOTS AND FILMS AT SENIOR LIVING COMMUNITIES TYPICALLY INVOLVE FOCUSING ON AMENITIES (NOT INCLUDING ARCHITECTURE):

- DINING
 - MODEL ROOM
 - EXERCISE
 - ART ACTIVITY
 - LIBRARY
 - POOL
 - HAPPY HOUR/BISTRO
 - STARTING SEE MORE EDUCATIONAL CLASSES
 - WALKING OUTDOORS
 - CARETAKER HELPING A RESIDENT
 - WE ARE SEEING MORE THEATRE SHOTS
 - RARELY GARDENING
- *PRO TIP: RESIDENT ENGAGING WITH DAUGHTER (IF THEY HAVE A DAUGHTER)

WHAT WE RARELY SEE IN SENIOR LIVING ADVERTISING:

- A RESIDENT DRIVING THEIR CAR OR SITTING IN A TRANSPORT VEHICLE
- RESIDENTS OUT AND ABOUT IN THEIR COMMUNITY
- RESIDENTS EATING OUT
- RESIDENTS ON FIELD TRIPS
- WORKING ON A HOBBY

**WHAT ELSE COULD WE SEE MORE OF IN VISUALS
TO REPRESENT A MORE MODERN APPEAL?**



MOVING FORWARD

**WE NEED TO SEE RESIDENTS
WEARING MORE MODERN CLOTHING**





CLASSIC TIMELESS CLOTHING:

NEW CLOTHING

TURTLE NECK

LEATHER JACKET

WESTERN SNAP SHIRT

HIP SUNGLASSES

DENIM LONG SLEEVED

JEANS

SOLID COLORS

****WHEN IN DOUBT, DRESS FORMAL (ESPECIALLY FOR SOCIAL MEDIA POSTS)****

ABUNDANCE





SOCIAL MEDIA

ARCHITECTURE: FEMALE COLOR UNDERTONES







QUESTIONS?