



CentreCare

REHABILITATION AND WELLNESS SERVICES

A Non-Profit Skilled Nursing Care Community



CENTRE CARE + PENN STATE

COMM 482

TABLE OF CONTENTS



01. Our Mission and Team

02. Company Background

03. Target Audience

04. Our Goal

05. Deliverables

06. Tones & Themes

07. Video Structure & Approach

08. Production Elements



OUR MISSION AND TEAM

Our mission is to help Centre Care expand its brand message of being the heart of Centre County.

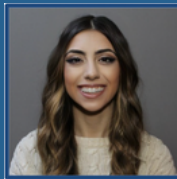
We aim to reach potential residents and staff through social media and brand content.



**Emily
Eng**



**Abby
Gagnon**



**Amanda
Iacona**



**Troy
Mostoller**



**Jules
Portnoy**



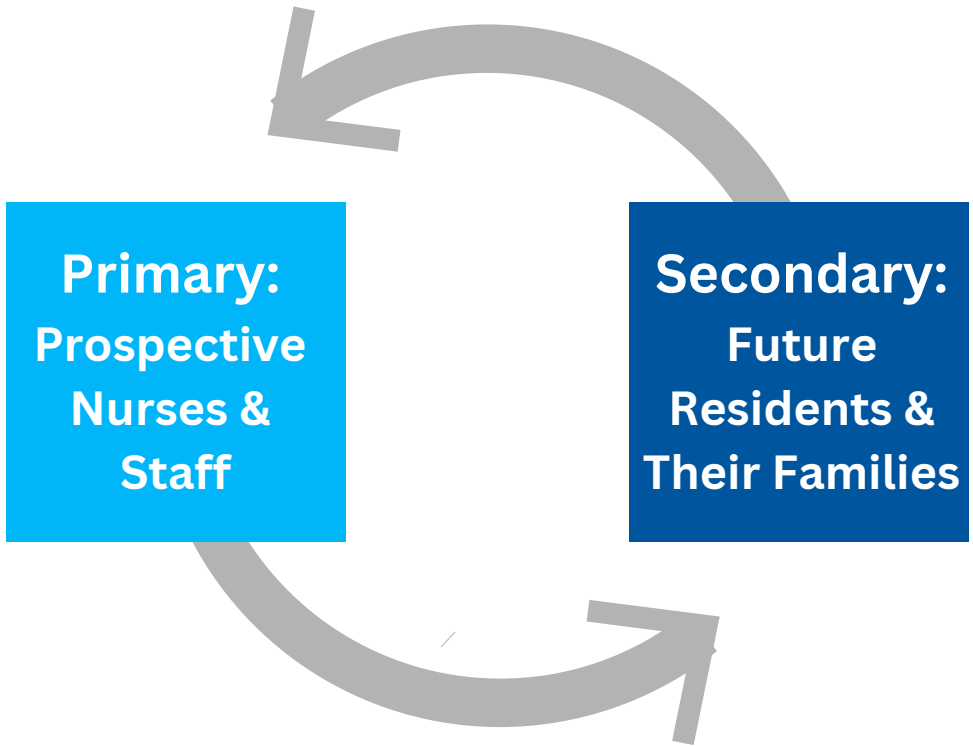
**Scott
Stranix**



COMPANY BACKGROUND

Centre Care, nestled in the heart of Bellefonte, PA, is a beacon of excellence in healthcare and rehabilitation services. With a rich legacy of over 65 years, they have dedicated themselves to providing unparalleled care to their community's seniors. Their skilled nursing and diverse therapeutic services ensure that each individual receives personalized attention, fostering physical and emotional well-being. Beyond just healthcare, Centre Care cultivates a vibrant community where residents can thrive, connect, and feel truly at home. Their unwavering commitment to quality care and community engagement makes them a cherished institution in Bellefonte.

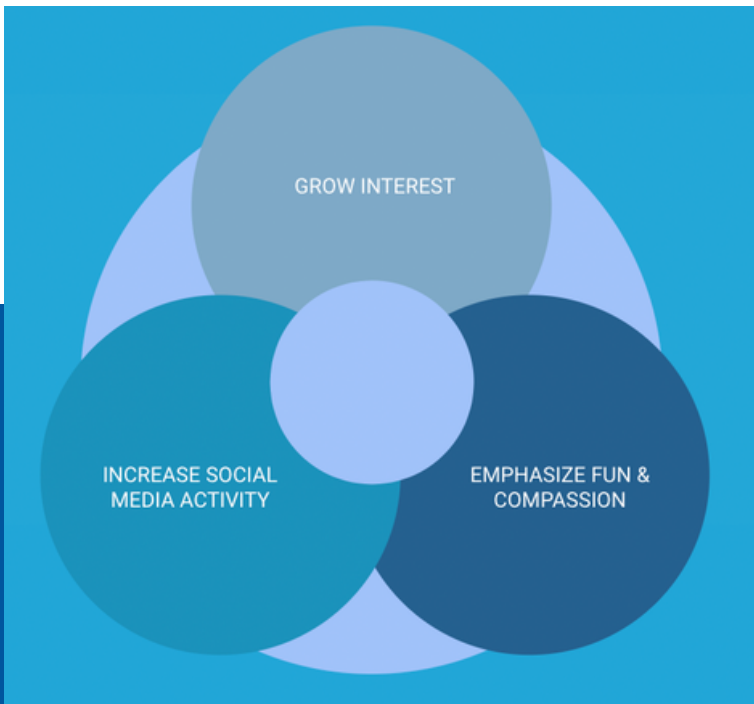
TARGET AUDIENCE



Our content will be recruitment based. Reaching both future staff and residents to express that Centre Care is the best place to live/work. Nurses and staff are our primary audience because Centre Care cannot accept more residents without increasing its number of staff first.

OUR GOAL

Our goal is to highlight the people - both residents and staff - that make Centre Care special. The collection of personal and detailed videos and social media content will aim to grow interest in Centre Care, increase social media activity, and express dedication and passion of Centre Care.





DELIVERABLES

1

1 Resident Recruitment Video for Website Use

- 1-2 minute documentary style video featuring current residents & why they love being residents at Centre Care (focus on emphasizing fun + compassion).
- Designed to live on the website's home page. Clips can also be shared on social media (Instagram + FB)

2

1 Staff Recruitment Video for Website Use

- 1-2 minute documentary style video to highlight current staff & why working at Centre Care is special.
- Designed to live on the website under the "Join our Team" section. Clips can also be shared on social media (Instagram + FB).

3

2-3 TikToks and 1 TikTok Template

- 2-3 TikTok videos based on current trends to increase activity on Centre Care's TikTok page.
- The TikTok template will include ideas, tips, and themes to help guide Centre Care's team to create future TikToks.

TONES & THEMES



The “look” of our videos

This project will be a composition of expert camera work, editing, and guidance so that each website video will **look clean and professional** to the target audience’s eyes. Our team strives to create **heartwarming feelings** towards Centre Care and its role as the heart of Centre County providing the best for not only staffing but residents.

For our TikTok videos, we will follow current trends and create such media with a **trendy, energetic look**. We hope to emphasize **feelings of joy and fun** to target the entertainment aspect of TikTok, allowing audiences to connect and form positive perceptions of Centre Care as a brand.

Our characters in this project include **current staff members as well as some residents**. These characters all have **stories** to tell about their meaningful connections to Centre Care, and our goal is for them to share why they love Centre Care. By asking questions that encourage them to reflect on their past and current experiences, our team wants to put the **focus on the people** that ultimately build Centre Care’s **community**. Clips from their interviews will be edited and shared on platforms such as TikTok, Instagram and Facebook to increase the reach of their stories.

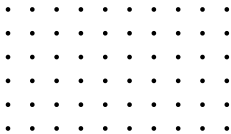
Examples of our creative vision

Website video example: Motorola and Strata

- These two examples of company advertising represent what we have envisioned for our website videos. There is a strong **emphasis on experiences** within each segment that draw viewers into wanting to engage with each provider. We plan to replicate the same ideology so that we can help Centre Care progress in their goals for the future.

TikTok example

- This example of a TikTok shows a nursing home participating in a **trend** that was happening on the platform. As a result, they received a solid quantity of engagement from the community on their page.



VIDEO STRUCTURE & APPROACH

Structure overview:

For our interview-style videos, our approach is to show the strength of Centre Care's community and all the incredible staff and residents that build this community. Each video will start with a visual or audio hook from the interview and transition to the staff's or resident's introduction. We will pull key lines that demonstrate Centre Care's compassionate and fun environment. These key lines aim to highlight interviewees' journeys to Centre Care, their current experiences, and reasons why they appreciate Centre Care. Each video will end with Centre Care's logo and "The Heart of Centre County."

Website:

- Feature several staff, residents or volunteers.
- Introduce each person in a lower third.
- Include additional B-Roll.

Facebook and Instagram:

- Feature both staff and residents.
- Include clipped moments from interviews.
- Use B-Roll of daily facility happenings to accent the answers.

TikTok:

- Feature both staff and residents who would like to participate in the trend
- Ideas such as:
 - Day in the life of resident/staff
 - Cook/Get Ready with staff/resident
 - Pass the phone to...

PRODUCTION ELEMENTS

Shooting Locations:

Centre Care
250 Persia Road Bellefonte, PA 16823

Events:

- Trunk or Treat - Oct. 20
- Any community, resident or staff events
- Residents visiting the in-house beauty shop or gift shop

Characters:

- Betsy Boyer, President of Centre Care Board
- Jordan Jasper, Culinary Team Member
- Ann Johnstonbaugh, Volunteer Team Member
- Andrew Naugle, Administrator and one of Pennsylvania Business Central's 2020 Foremost Under 40