



Silver&Fit Rebrand



[Link here](#) to this Living Boldly™ hype video.



Silver&Fit Rebrand



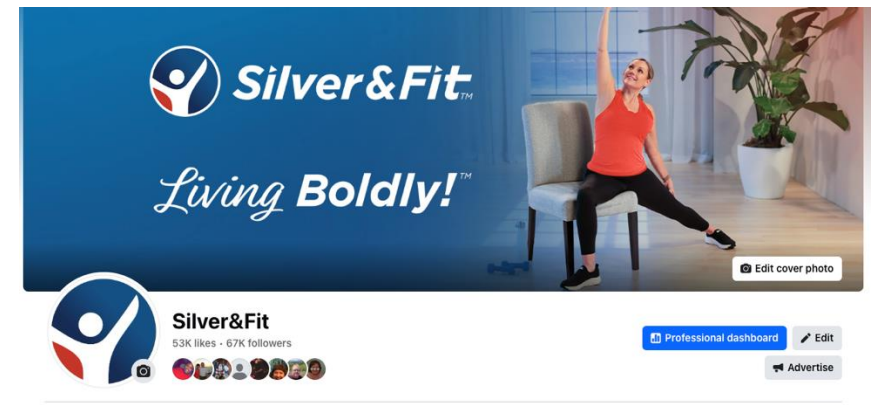
Old Logo



Bold Logo

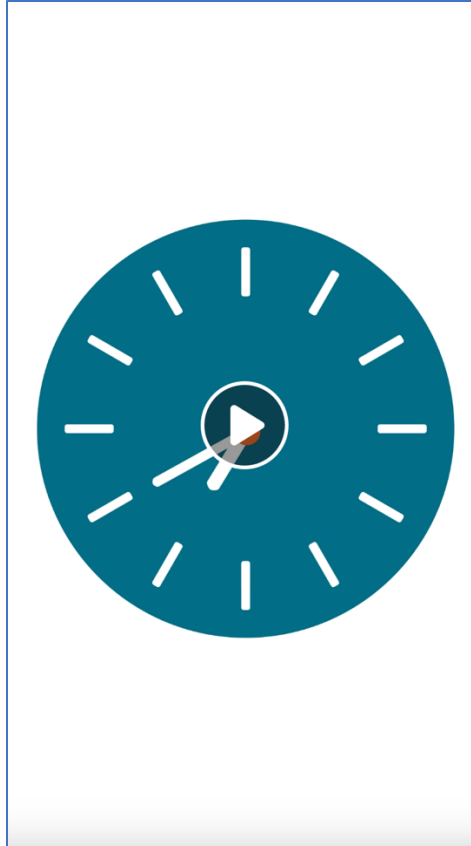


Old Facebook Page



Bold Facebook Page

Silver&Fit Rebrand - Hint Post Performance



Total Engagement: 7,586 | Engagement Rate: 22.5%
Total impressions across Facebook and Instagram: 33,697

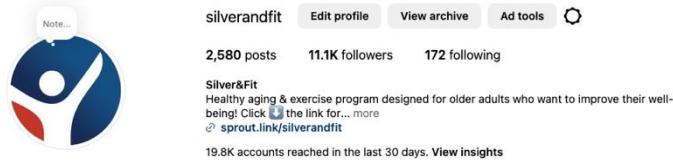


Silver&Fit Rebrand – Social Media Switch

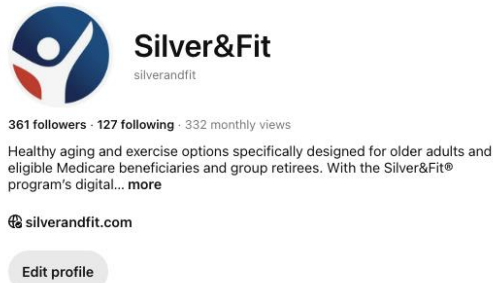
Facebook



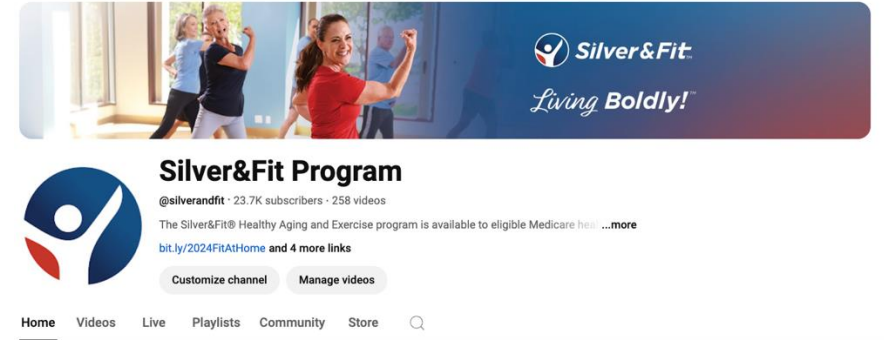
Instagram



Pinterest



YouTube

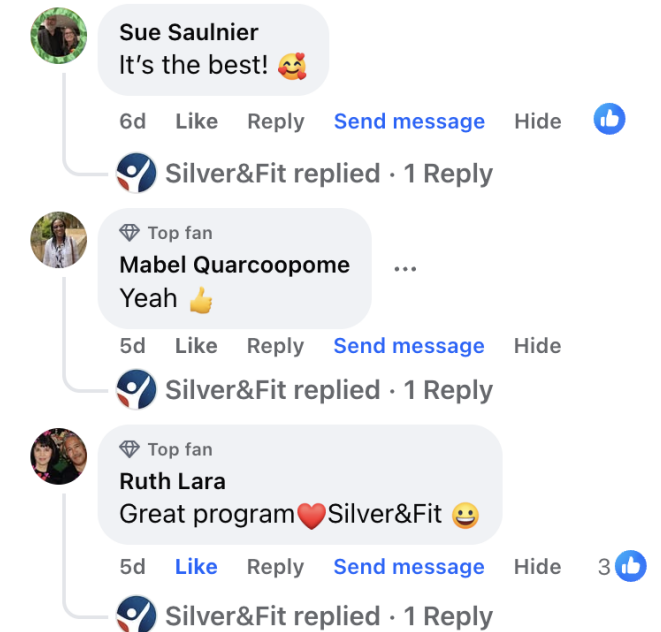
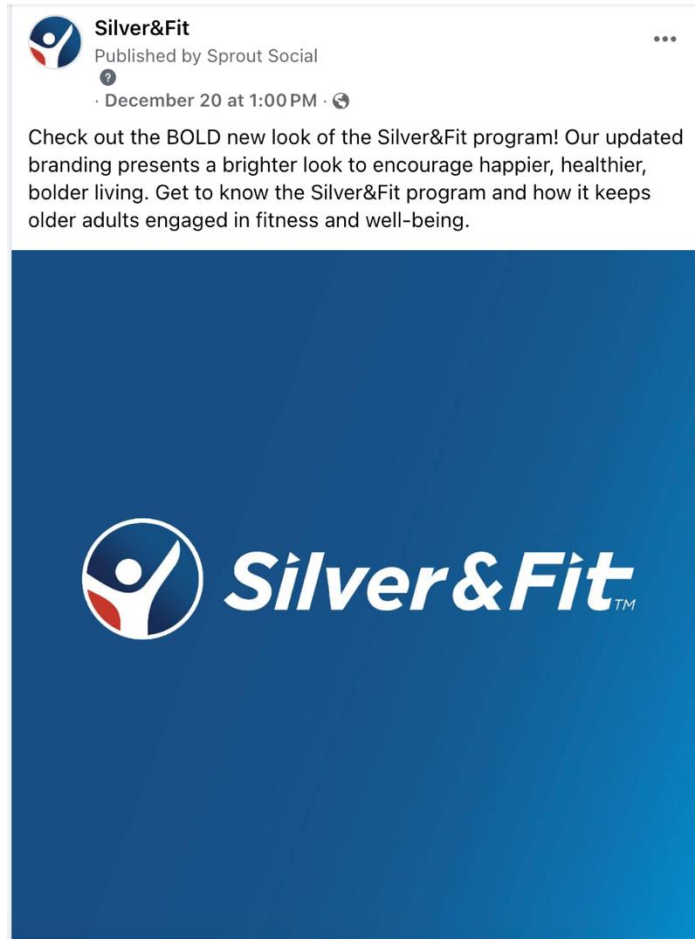


Twitter





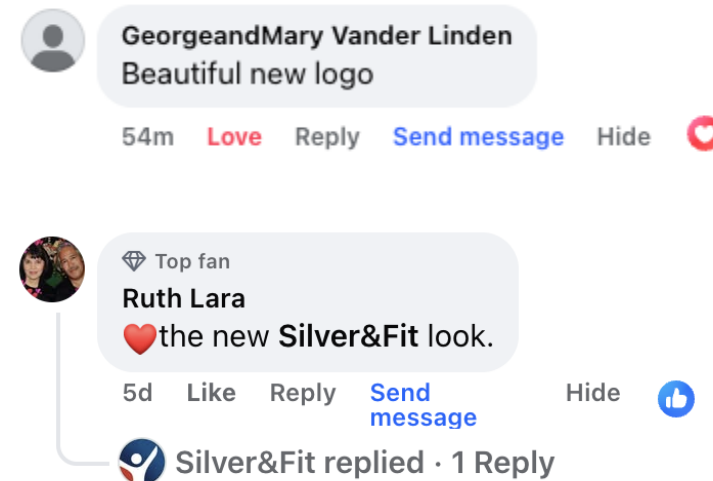
Silver&Fit Rebrand - Announcement Post Performance



In total, the agency produced 537 pieces of content that garnered 1,012,000+ impressions.



Silver&Fit Rebrand - Bold Mixer Class



The special-edition class aired live on January 3 would double the average live-class size. It also gained more than 5,200 views on Facebook plus a vibrant 1,177 views on YouTube.

Silver&Fit® Living Boldly™ Rebrand Campaign

Since 2007, American Specialty Health® (ASH) has taken excellent care of the healthy aging and exercise needs of older adults through its Silver&Fit® program. Primarily offered through Medicare-related health plan clients to more than 4.2 million eligible members, this fitness solution was designed to provide resources that support and encourage healthier living for this population. In the years following, Engage! Creative Group—the internal marketing agency at ASH—developed a dynamic online following of the Silver&Fit program through engaging content marketing. This included exercise classes streamed freely to the public, thoughtful Well-Being Club webinars for program members, and an award-winning health information blog enjoyed by all. More recently, the agency recognized that these communities deserved even more and developed a rebranding strategy with one goal in mind: Energize and engage the Silver&Fit audience.

Planning for the Silver&Fit Living Boldly™ rebrand campaign commenced in early 2024. The campaign objective came to use program touchpoints like the Silver&Fit Blog, the Well-Being Club, and the popular online fitness classes to emphasize staying active, making new friends, pursuing passions, stepping out of comfort zones, embracing life, and creating a better version of oneself. This would include inviting the communities to witness the unveiling of the re-designed Silver&Fit brand logo scheduled to go live in late-December.

First, the Silver&Fit tagline needed a change. Working with the ASH user experience team, the agency went through multiple survey rounds to gather intelligent insights from the targeted 60+ adult set. The ASH teams learned how this population views itself: words like “wise,” “active,” “vibrant,” and “bold” shaped their collective self-identity. Based on its research Engage! Creative Group pivoted away from “Something for Everyone™” to their clever way to reframe healthy aging: “Living Boldly.”

Trumpeting a remarkable new look to match the new tagline, the agency’s social media team led the charge, attracting its community with a thoughtfully staged and thematic reveal plan. Hint posts, crafted by the agency’s writing and design squads, launched the announcement strategy in November across channels, followed by news of “*Penny’s Bold Mixer*” class led by a fan-favorite exercise instructor. This Silver&Fit social media strategy earned an exciting 22.5 percent engagement rate across 33,697 impressions across Facebook and Instagram, in just a few weeks. The special-edition class aired live on January 3 would double the average live-class size. It also gained more than 5,200 views on Facebook plus a vibrant 1,177 views on YouTube. Meanwhile the Silver&Fit Blog team produced an equally thought-provoking and thoughtful series of bold-themed lifestyle, fitness, nutrition, and healthy aging articles. Also announced via social, the article titles

mirrored the campaign objective including: “*5 Bold Changes to Revamp Your Healthy Aging Lifestyle*” and “*Live Your Most Vibrant Life With These 9 Energy-Enhancing Tips.*” Alone, these two blog posts gained more than 5,500+ (and counting) page views. The Well-Being Club webinar topics also used the Living Boldly theme in its meeting topics. “*Living Boldly with Purpose - Setting Goals for 2025,*” “*The Bold & Brave Mind: Building Mental Resilience,*” and “*Nutrition for Vitality,*” each had robust registrations with increased turnout rates.

The impact of this rebranding campaign was enhanced by the strategic funneling of content viewers to the Silver&Fit program website. In total, the agency produced 537 pieces of content that garnered 1,012,000+ impressions. Met with excitement and positivity, the Silver&Fit audience celebrated the fresh, bold look—strengthening connection with the brand and overall engagement. And, year-over-year pageviews to the newly wrapped site during the same November – December period in 2023 resulted in an 94.8 percent increase of website. The in-house content marketing effort and execution leveraged a fine-looking set of assets that reflected the spirit of going beyond health aging and exercise, reached the target audience, and demonstrated how older Americans can live healthier by living boldly.

###

Link to the Living Boldly™ hype video:
<https://vimeo.com/1040548504/319153a19b>