

Growth Year over Year

It's the single largest cemetery in North America. It handles over 30 funerals per day. It's the crown jewel in SCI's portfolio. And they entrusted its esteemed brand to LA ads in the face of shifting demographics, declining burial rates and increased competition from multiple fronts. Although Rose Hills was also served by two other

LA ads has run point on the strategic positioning of this largest, busiest and most profitable memorial care operation in the world. Over the past ten years, we have realized double-digit annual growth in sales continuously, without a lapse.

— Nick Clark, Marketing Director

market-specific agencies (Hispanic and Asian), LA ads took the lead in setting the umbrella brand messaging and marketing themes.

From the start, our job was to establish Rose Hills as "Best in Class," which was accomplished through a variety of marketing programs, both traditional and digital, including the creation and integration of goal-specific websites, print, television and outdoor advertising campaigns, development of various online video libraries, email and retargeting initiatives, contest and event marketing, and lead-generating direct response programs through Facebook, digital ads, geotargeting and other online channels.

Our PR activities included a successful pitch to the Los Angeles Times resulting in a major 3-page feature. Moreover, we pitched and won for Rose Hills the designation of Cemetery of the Year in American Cemetery & Cremation magazine, which was then marketed within the local community. *[See results top right]*

OVER THREE YEARS:

Average YOY Sales increased 9% -12%

Average YOY on-site event attendance increased by 8%

YOY marketshare growth between 10.3% - 12.9%

It's about time someone put the Fun back in Funeral Talk

Do you plan to move before you plan to die?




"Short Takes" with John Short

In our continuing "Short Takes" series, funeralist, John Short, talks about covering your bases with a plan, no matter where your base happens to be today - or tomorrow. You've got questions about funerals and cemeteries? John's got the answers! Click on the video and enjoy the next two minutes.

Brought to you by
ROSE HILLS
Memorial Park & Mortuary
1900 Rosewood Hill Road, Whittier, CA 90601

Your legacy deserves a place like

ROSE HILLS
Memorial Park & Mortuary



81 jumps on his 80th birthday.

What's your story?

You read that right. On his 80th birthday, he jumped out of an airplane 81 times. He says he'd have done more but the weather was coming in. Now at 82, he's got fun from doing them, still achieves and travels extensively with his wife. Even though he's made his travel plans, he's a long way from needing them. See more of Pat's story at www.LegacyRoseHills.com

Every story is special and deserves to be remembered beautifully. That's why Rose Hills features the most varied selection of property anywhere, reflecting the unique significance of every life. Rural or cremation, indoor or outdoor. For every faith, heritage and background. Surrounded by natural and architectural splendor.

Whichever your own story, whatever your legacy, it deserves to be honored at Rose Hills. Call 800 328-PLAN or Visit us at www.LegacyRoseHills.com

Visit **ROSE HILLS** Main Website

LIFE, LOVE, LEGACY

- What's Your Legacy?
- Contact Us
- FREE Legacy Guide

Three Stories that will Surprise and Inspire You.

THE LEGACY WALL
How would you like to be remembered? Join others and share your thoughts.

FREE Legacy Guide
Download your FREE Legacy Guide. Click here today!


Get More Information
Let us help with your plans or answer your questions.

ROSE HILLS
Cemetery

CAREERS • OUR CULTURE • BENEFITS • EMPLOYEE RESOURCES • ABOUT ROSE HILLS • CONTACT

1 (800) 999-0625

Find Your Career at Rose Hills



770+
EMPLOYEES
AT ROSE HILLS

Work where your passion thrives

You belong at our Cemetery

You may be surprised to find that the best place to grow your career is at Rose Hills. You're not alone. Many of our gifted employees have responded to work at a cemetery. But here, at the largest single memorial park in North America, they've found careers that are

American Cemetery & Cremation

Rose Hills
Memorial Park & Mortuary

ACE
AMERICAN CEMETERY EXCELLENCE
AWARD
2016

LAads
A MARKETING AGENCY
Agent of Change®

LAAdsMarketing.com/funeral
9018 Balboa Blvd. #536
Northridge, CA 91325
frontdesk@laadsmarketing.com
(800) 991-0625