

Urban Nirvana

Problem

How does a day spa stand out as one of the best in the area?

Solution

By launching an OOH campaign that highlights its unique services.

Background

Urban Nirvana is an upscale day spa with five locations in the Charleston area. Some of the spas stand out to the public more in light of their location, while others specialize in specific salon and massage services.

Objective

Urban Nirvana wanted to maintain market recognition as one of the best day spas. This campaign was started to boost its recognition as a salon and provide directional information to its clients. It would also promote different salon services at its newest Summerville location.

Strategy

Posters were used to provide directional information for two of the less obvious locations. Bulletins maintained brand awareness throughout the market. A digital bulletin on the most heavily-trafficked interstate was used to promote specific services throughout the campaign.

Plan Details

Market: Charleston, SC

Flight Dates: July 4, 2016 - January 15, 2017

OOH Formats Used: Four Bulletins, one Digital Bulletin, two Posters

Target Audience: Women 18+

Budget: \$70,000

Results

Salon appointments at the Summerville location increased by 50 percent. Appointments for all services in all locations increased by 20 percent.

Testimonials

The client said that the customers rarely mentioned the other advertising methods. However, customers have frequently spoke to the success of this OOH campaign.

Audience Metrics

Target Audience TRPs: 4,028

Target Audience Reach: 91.49 percent

Target Audience Frequency: 44.03

Additional Relevant Metrics: \$2.97 CPM, \$17.77 CPP

