

BUSINESS TO CONSUMER

Client:
Serendipity

Campaign:
Re-brand of luxury skin care retreat Serendipity

Brief:
To devise a PR and marketing campaign to move Serendipity away from the traditional beauty salon stereotype and re-position as a new niche market - a holistic experience featuring exclusive skincare treatments and rejuvenating light therapies. To increase market for top-end premium de-stressing service, raising awareness with new and existing consumers in the vicinity.

Solution:
We worked closely with Serendipity to come up with a strategy for the re-brand including strategic input to devise an official launch event that would ensure the right consumer market would be reached.

We suggested the best way for Serendipity to make an impact would be to stage a high profile event at a significant venue and to form a partnership with a local fashion outlet so that the launch could be built around an evening of entertainment and relaxation with an eye-catching catwalk fashion show. The architectural splendour of the Town Hall ballroom in the nearby market town acted as the backdrop and proceeds raise at the launch were donated to a local charity - creating a positive impression with the audience.

Other promotional activity included production of a newsletter, a mail shot to existing customers and copywriting across promotional leaflets and brochures to reinforce and differentiate Serendipity's service offering. We also edited feature articles placed in regional media and lifestyle magazines.

Results:

- Exceeded target with 115 delegates in total attending launch event
- Coverage achieved across target media and lifestyle magazines with 100% on target key messages
- Significant increase in enquiries and appointments following the event and associated promotional activity

