**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