

Pyara Salon

Problem

How do you reach an established audience for a known salon that has recently moved?

Solution

By using out of home (OOH) to get the word out in a local, highly trafficked subway station.

Background

After moving Pyara Salon, an established business of 10 years to a new location, they wanted a way to connect to the patrons that may not have known about the new location. They wanted to create brand awareness about the new, larger space.

Objective

To build brand awareness, specifically in the Cambridge market, that Pyara Salon had been serving for over 12 years.

Strategy

To reach the Cambridge area, station kings and digital screens at Harvard Station were recommended. The station kings are unique displays on the walls that cannot be missed and paired with digital screens, Pyara Salon gained a strong presence throughout the station.

Plan Details

Market: Cambridge, Massachusetts

This campaign ran from 4/17/17 - 5/14/17 using both station kings and digital screens inside Harvard Station.

Results

Pyara Salon saw an increase of fifty percent more new guests over the last year after the campaign ran. They were on track to have one of their best months post campaign and the increase they saw in traffic after the campaign was far more than any increase they had seen in the previous 2 years.

“We have had guests return that had not been to our new location after they saw our advertisement in the transit station where we had our media posted! Connecting with guests that have not come in to our new space as well as guests that have never been to our business has provided a huge competitive advantage.”

