

Hand & Stone Massage and Facial Spa

Atlanta, Georgia

Background

Hand & Stone is a massage and facial spa and operates within a national franchise network owned by a corporate parent, which sets strict parameters for all marketing budgets. OOH has not typically qualified under the corporate guidelines, but a special corporate approval was granted for the Atlanta location to use OOH media.

Objective

New Product or Service Launch

The campaign strategy centered on maximizing local visibility during the 2025 holiday season by promoting a BOGO Gift Card offer through high-impact OOH placements within a five-mile radius of the spa. Despite a modest media budget of \$7,000, the investment was leveraged through strategic placements in high-traffic locations along key routes leading into Atlanta's largest retail shopping community, ensuring exposure to thousands of holiday shoppers at peak decision-making moments.



Strategy

Working within a defined five mile radius of the spa, the goal was to maximize awareness and frequency among high-intent local consumers who are most likely to convert into repeat spa clients. A high-profile static bulletin positioned along one of the busiest highways leading into the primary business and retail corridor surrounding the spa was selected to capture consistent daily traffic from commuters, local professionals, and residents traveling to work, shopping, dining, and wellness destinations within the immediate trade area. The target audience reached with this billboard strategy was affluent local residents seeking convenient self-care and wellness services, working professionals commuting through the area during peak morning and evening hours, women and men ages 25–64 with interest in stress relief, skincare, and preventative wellness. Repeat local traffic reinforced brand familiarity and top-of-mind awareness, and the proximity-driven messaging reached consumers within minutes of the spa, increasing likelihood of immediate or near-term visits. High daily impressions on a major commuter route ensured sustained exposure throughout the week, and the directional influence reached drivers already traveling toward the business district where the spa is located, making the message timely and actionable. The large-format static bulletin positions the spa as an established, premium local wellness destination, enhancing brand credibility. The creative strategy ensured the message was not only visually compelling but also instantly readable and included a call to action in a high-speed environment - all designed to cut through visual clutter and drive meaningful impact in the marketplace. With an emphasis on creative clarity, simplicity, and stopping power, the approach ensured the message resonated quickly and effectively, driving immediate engagement and rapid membership growth.



Plan Details

Target Demographic: Affluent, working professionals, A25-64

Campaign Posting Dates: 10/01/26-12/31/26

OOH Formats Used: Static Bulletins

Campaign Impressions: 109,526 Weekly Impressions

Campaign Reach: n/a

Campaign Frequency: n/a

Budget: Under \$15,000

Results

The spa generated over 100 new members within 30 days of the campaign going live. Despite the modest budget, the campaign became one of the most successful initiatives the client had run. As a result, OOH was elevated in importance within corporate marketing, and the strong performance led the client to renew their advertising investment for the entire 2026 calendar year.