

SUMMIT CREW DIGITAL AGENCY

CASE STUDY

BLISS SPA

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SummitCrew.com



Understanding the Client

ABOUT

Bliss® is a multi-channel spa and retail product company founded in 1996 and headquartered in Downtown, New York. The company retails its bath, body, and skincare products and provides a wide variety of beauty services, including body massage, facial massage, pedicures, and waxing. Bliss® Spa Boston, located in W Hotel, provides people with a relaxing personal treatment in a newly renovated modern space.

THE SITUATION

W Hotel's Bliss® Spa in Boston was looking for assistance in growing its reach in the local area within a lunchtime commute. They wanted their presence to be felt in the local Boston community. They hoped to increase brand awareness and recognition, as well as build brand loyalty and engagement with consumers in the local area. They aimed to drive brand awareness and increase visits mid-day and product purchases.

THE SOLUTION

Summit Crew conducted extensive research to understand the local market's unique needs and the brand's unique voice. Summit Crew put together a plan to hit the market that would reach every potential customer within a few miles radius. Below is how Summit Crew tackled the situation:

- Extensive research to understand the target audience's geography, age, interests, and gender.
- Built a full plan and strategy to focus on platforms most relevant to the brand's target audience.
- Built custom campaigns targeted by location, specific time of day, and devices.
- Found a niche where customers would call in with questions and allow the Bliss associates to get them to book. Summit Crew built custom campaigns to drive phone calls.



ACTION STEPS

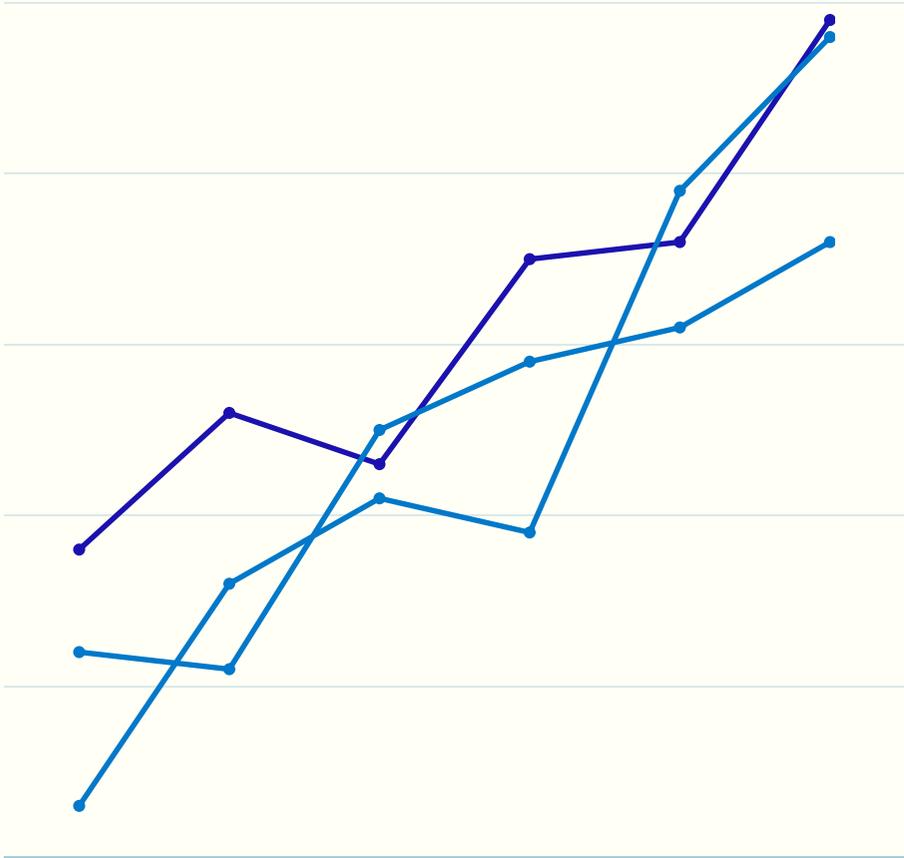
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INCREASE IN AD IMPRESSIONS

70.57%

OF SEARCH IMPRESSION SHARE

The Results



NUMBERS ON THE RISE

The ads generated over three million impressions in the Boston area in just a few short months, increasing their brand awareness exponentially. The search impression share reached 70.57% of the market. With the help of Summit Crew's unique approach, Bliss® Spa Boston successfully reached a unique market in the Boston area during their allocated time of day, expanded brand recognition, and drove higher bookings and phone calls during their slowest mid-week times.