

CASE STUDY:

CAMPAIGN: SenSpa
CLIENT: Carey's Manor

Launch of hotel and day spa situated In the heart of the New Forest. Aim to be placed in top 5 in the UK, known for the best authentic treatments and inner beauty experience

RESULTS:

Audience Reach: 11.5 million
Editorial Value: £172, 000
Sales Increase: Reached target occupancy for Day Spa guests within six month period

CAMPAIGN HIGHLIGHTS

- 18 recommendations in national press and consumer magazines over 6 months
- 2nd in coverage only to award winning Calcott Manor
- Major piece in Harpers & Queen Spa directory, notoriously difficult to get into

