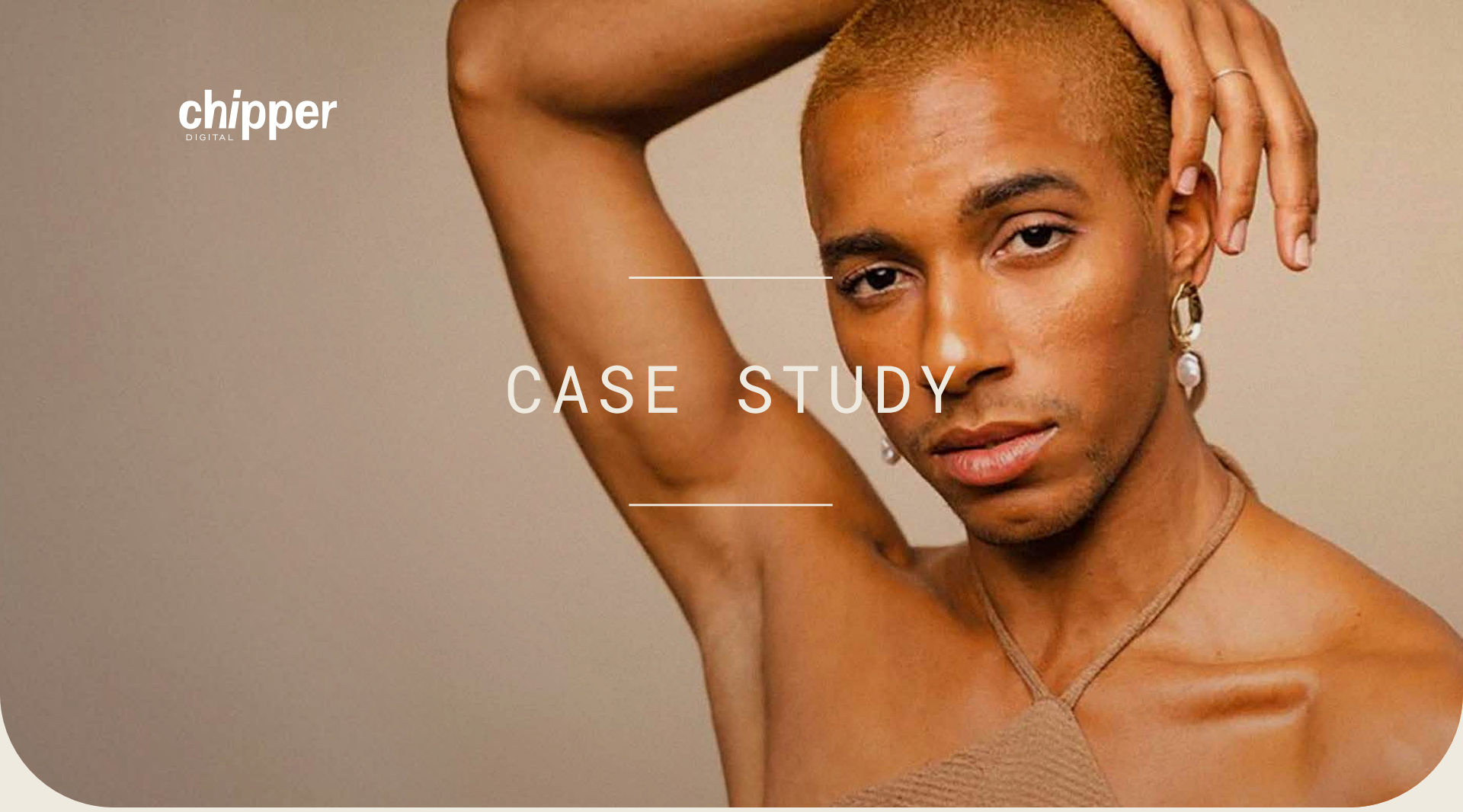


chipper DIGITAL

CASE STUDY

HI SIS

HI SIS is more than just a spa—it's a sanctuary for wellness, dedicated to honoring the authenticity of each individual's journey. Located in Honolulu, Hawai'i, they specialize in electrolysis hair removal, body sculpting, and LED light therapy. Their mission is to offer safe, effective, and personalized treatments in an inclusive and supportive environment.

The Ask

Hi SIS seeks to launch a multi-channel digital campaign to package and promote three of their treatments at a highly discounted rate of $299, down from the regular $700. To drive interest and sales, they need a comprehensive strategy that targets their audience across various platforms.

Solution & Strategy

Campaign Design and Landing Page

CREATIVE SERVICES

Super Smooth, Super Ready: *We identified three services that deliver the best results in the shortest amount of time and combined them into one single product.*

Marketing Landing Page: *We created a landing page specifically to drive online bookings, complete with a detailed product description and clear calls to action.*

Campaign Design: *We crafted a series of ads featuring people in social settings, outdoors, and by the beach, highlighting the location of the medical spa in Honolulu.*

Channel Selection

DIGITAL ADVERTISING ACROSS VARIOUS CHANNELS

Display Ads: *Banners with striking visuals illustrating the successful outcomes of laser hair removal.*

Dating Apps: *We focused on popular dating apps for brand awareness and to boost website visits.*

Social Media Ads: *To engage diverse demographics, foster engagement, and implement micro targeting tactics.*

Search Ads*: Focused on keywords associated with hair removal, laser hair removal, and skin rejuvenation.*

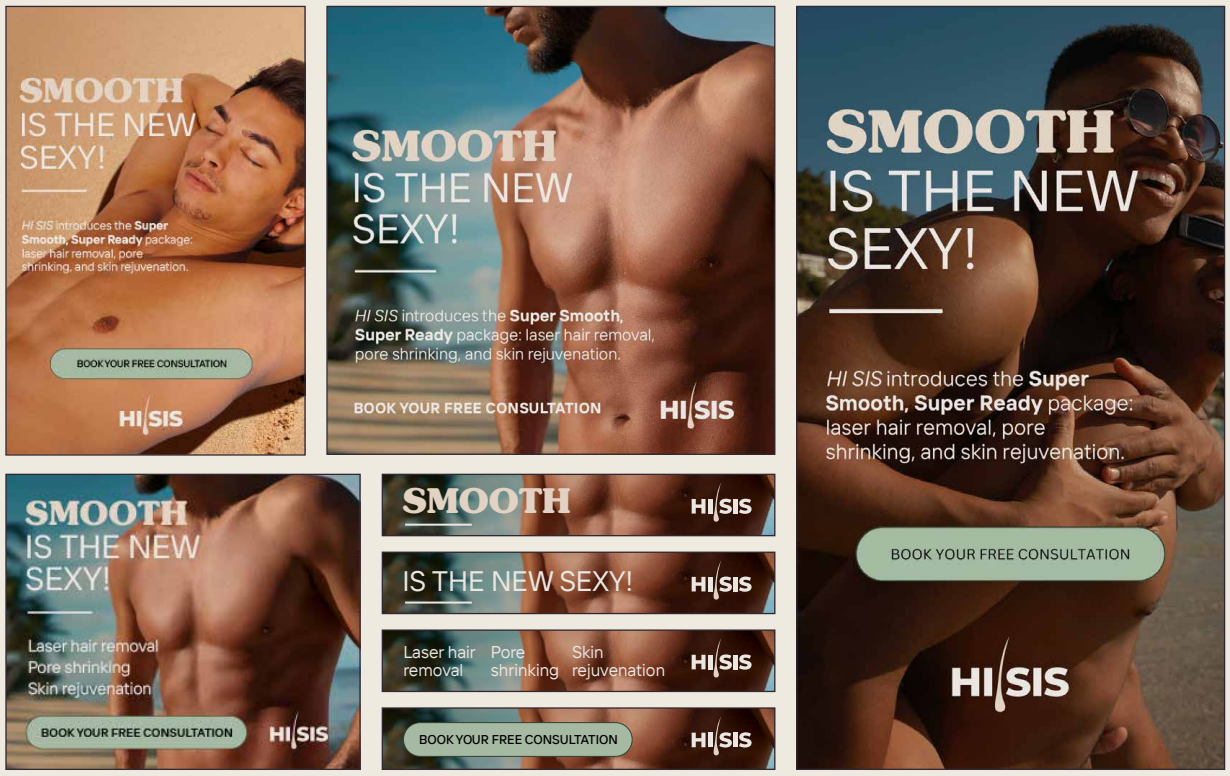
Geographic Targeting: *Geotargeting to concentrate on areas surrounding the physical site of the Medical Spa in Honolulu.*

Programmatic Optimization: *Leveraged real-time bidding and data analysis to optimize ad placements, achieving maximum reach.*

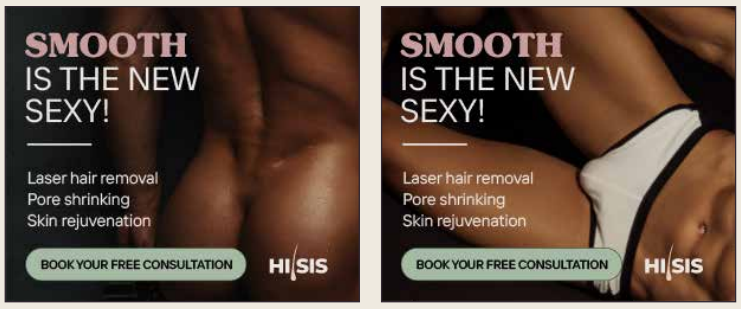
Display & Dating App Ads

The ad campaign focuses on inclusivity and diversity. Featuring individuals of various ethnicities with smooth skin, the ads showcase people enjoying outdoor activities with a positive, relaxing vibe.

The campaign underscores the spa's commitment to a welcoming and inclusive environment for all.



G *– Ads*

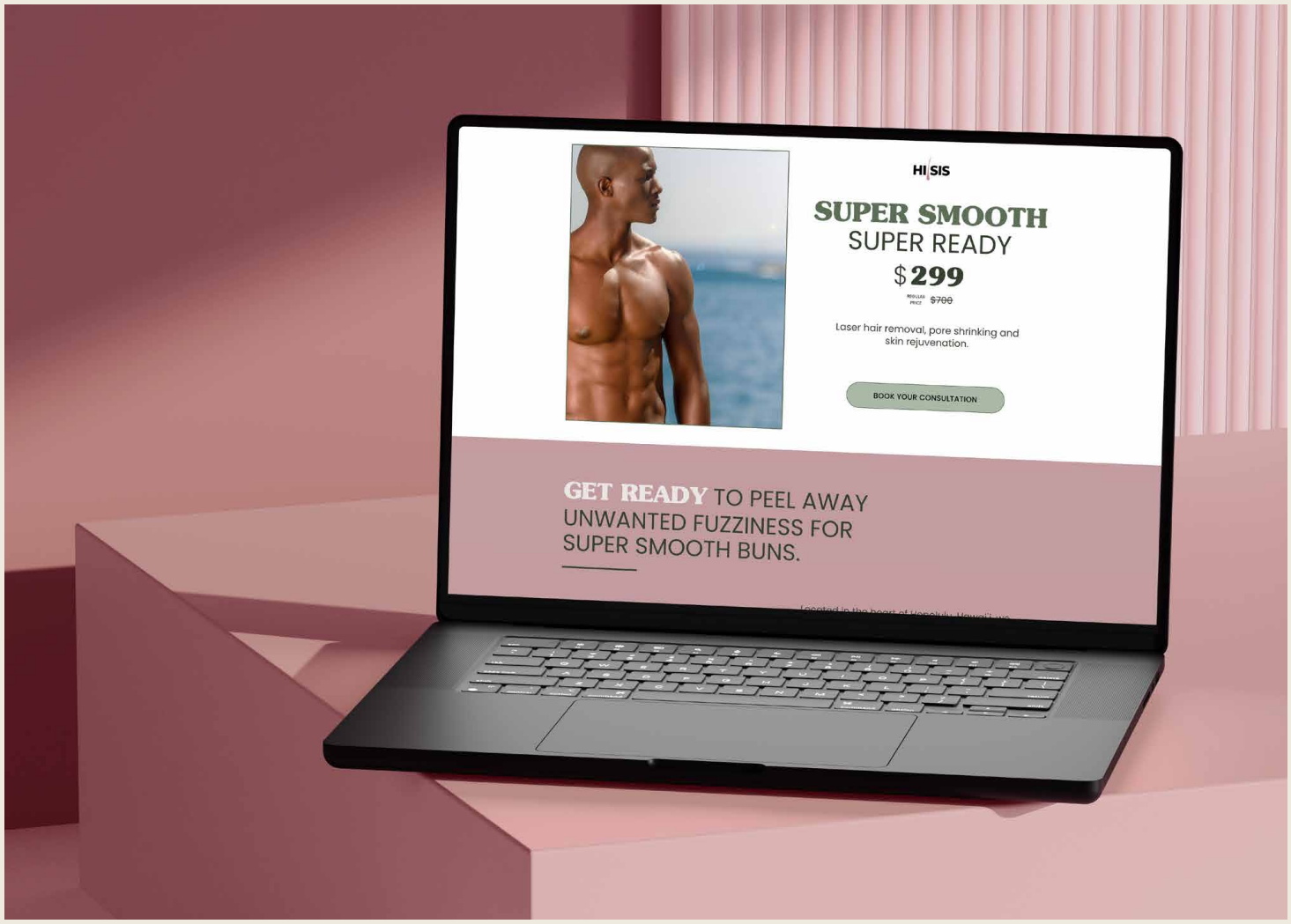


MA *– Ads*

Landing Page

The landing page centers on the spa's laser hair removal services, displaying images of people from various backgrounds with smooth skin, enjoying outdoor settings.

The page includes detailed descriptions of the laser hair removal process, emphasizing its effectiveness and safety. Clear calls to action, such as "Book Your Appointment Now," guide visitors through the booking process.



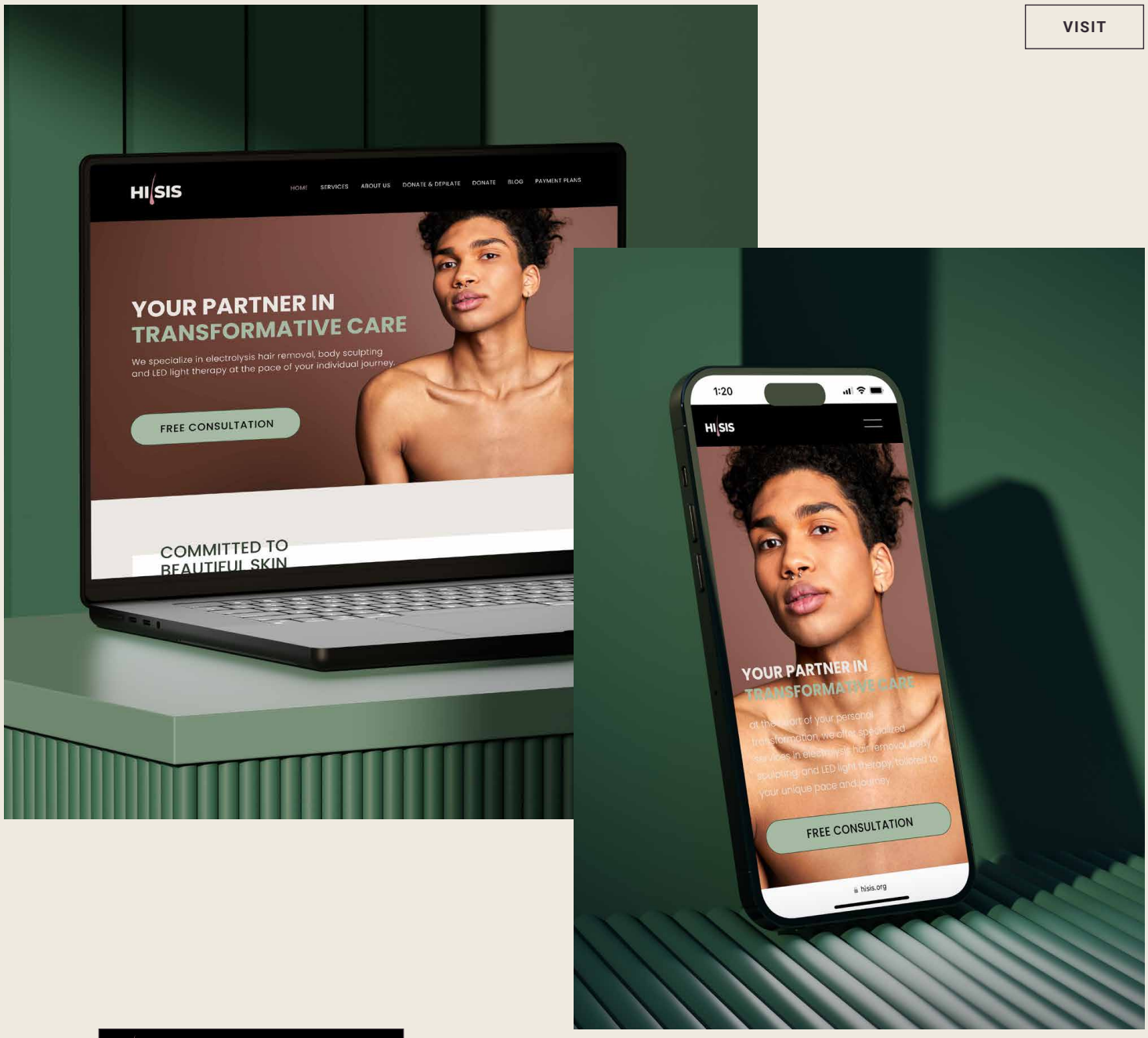
VISIT

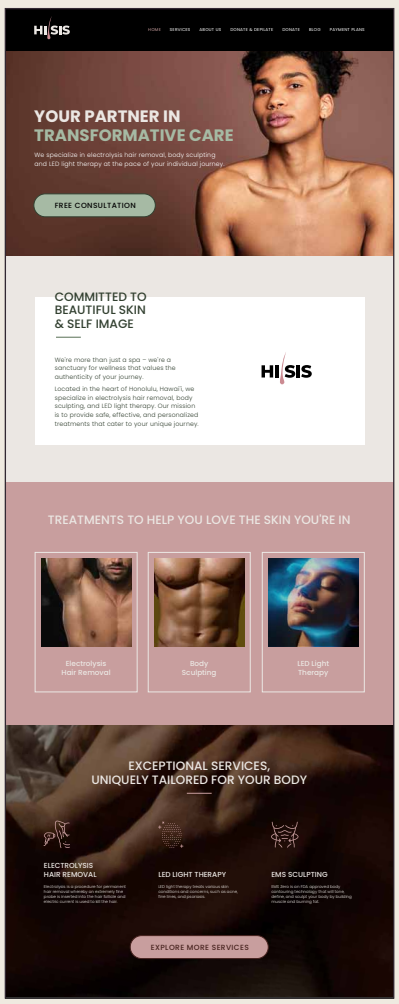
Website

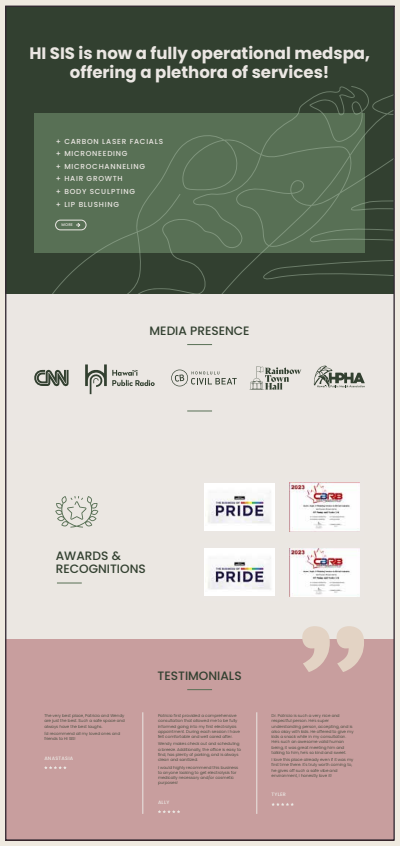
The redesigned homepage focuses on a clean, modern layout that highlights the spa's commitment to inclusivity and wellness. The design incorporates high-quality images showcasing diverse clientele and calming aesthetics.

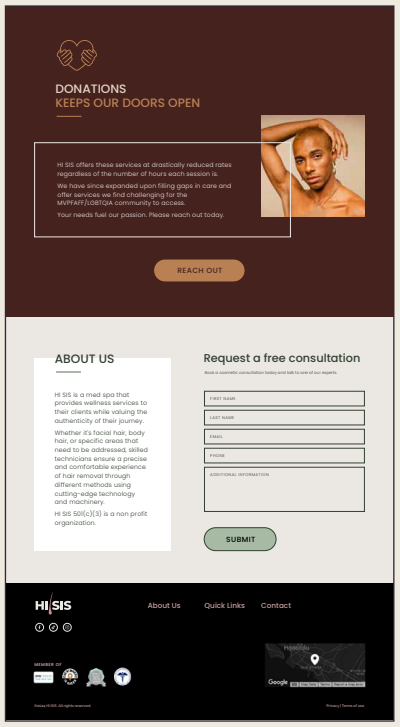
Clear navigation and prominent calls-to-action guide visitors to explore services like laser hair removal and electrolysis, while the homepage also provides easy access to booking appointments and learning more about the spa's mission.

VISIT

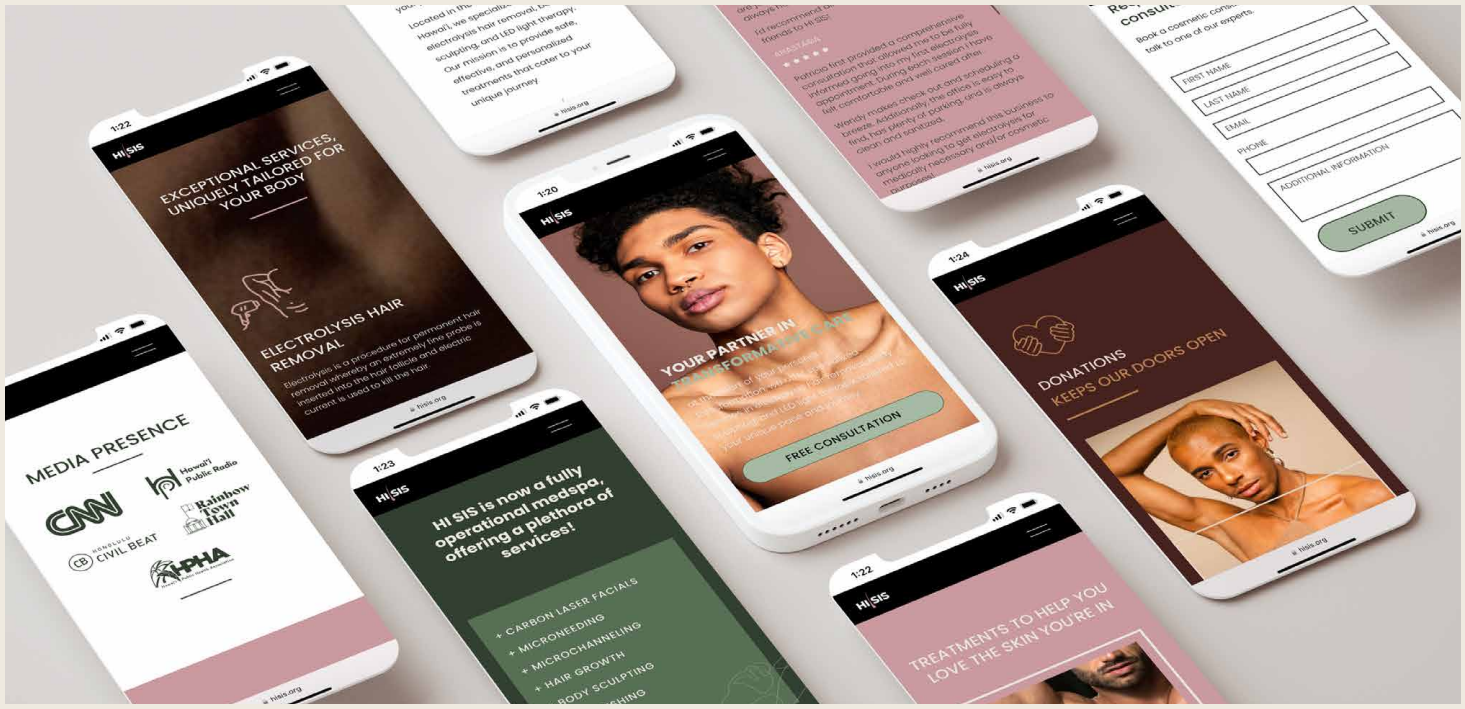








Wireframe



CAMPAIGN RESULTS

INCREASE IN WEBSITE TRAFFIC — **30%**	AVERAGE MONTHLY IMPRESSIONS — **25K**	OVERALL CAMPAIGN ROAS — **3x**
CLICKS USER INTERACTIONS — **2.8K**	OVERALL COST PER CLICK — **$0.21**	CTR — **2.75%**

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