

Sanctuary Spa gets the premium Ozone treatment



Ozone and Wavemaker North partnered on a campaign to intensify awareness of Sanctuary Spa as 'the self care brand for me' in support of its 2022 brand refresh. Reaching audiences during moments of relaxation across our trusted, premium publishers, and the use of our high impact, fame-building formats, was essential.

CLIENT BRIEF

Sanctuary Spa's brand relaunch campaign was briefed to run from October 2022 to April 2023.

The aim was to reposition the brand from an indulgent gifting experience to the ultimate self-care go to, and drive perception change through the use of rich video creative.

Demonstrate positive brand lift from the highly visual creative approach, and iterate on targeting to deliver incremental results that outperform CTR benchmarks.

OUR SOLUTION

We focused on reaching consumers in moments of 'self-care search' and identified the contexts where they were more likely to be thinking about these moments, such as readers of beauty, wellbeing and fashion content. We also identified moments where self-care messaging would be the antidote to potentially stressful situations, and where the placement of the rich creative would have even greater cut through.

Our unrivalled scale and depth of first-party, cross-publisher reading data from almost 90% of the UK population, and range of high impact, rich media ad formats, would prove key to delivering a truly impactful campaign in the editorially-led environments that consumers really pay attention to.

CAMPAIGN RESULTS

Overall CTR +60% higher vs. Ozone average

With CTR defined as the primary performance KPI the campaigns two bursts delivered impressive results. For burst one, the campaign delivered an average CTR +42% above the Ozone benchmark. Taking into account the targeting and creative recommendations we made, burst two improved delivery with an average CTR +78% above the Ozone average.

+31% attention lift vs. MOAT benchmarks

A combination of creative, targeting and campaign optimisations saw the Sanctuary Spa activity deliver an Ozone Attention Index score of 131 – an impressive +31% performance lift compared to MOAT's industry benchmarks.

Source: Ozone

TESTIMONIALS

Sanctuary Spa – "One of our key objectives is building brand equity. Digital marketing is a key piece of our overall activation strategy so it was important for us to appear in premium, relevant spaces – and Ozone delivered exactly that. Our display campaign was positioned within highly engaged, editorially driven online environments and premium publisher networks leading to fantastic results."

Wavemaker North – "Ozone is a real powerhouse in driving tangible and meaningful results. Everything – from briefing to activation – is seamless and their data segments are clearly unrivalled. Ozone is a driver of innovation and forward thinking, resulting in an impressed client and repeat booking."