

Client – Pinetree beauty, Loughborough

Objectives

- To develop a brand strategy for the future of this brand.
- To re-establish this 40 year old brand identity in the minds of exiting and target markets
- Establish a modern top-to-toe value chain with tangible touch points for customers to experience.
- Improve customer acquisition, retention and purchasing habits for customers.
- To re-design the business look, in-store customer experience in line with brand values.
- Establish an online marketing to support and drive all customer activities.

Deliverables

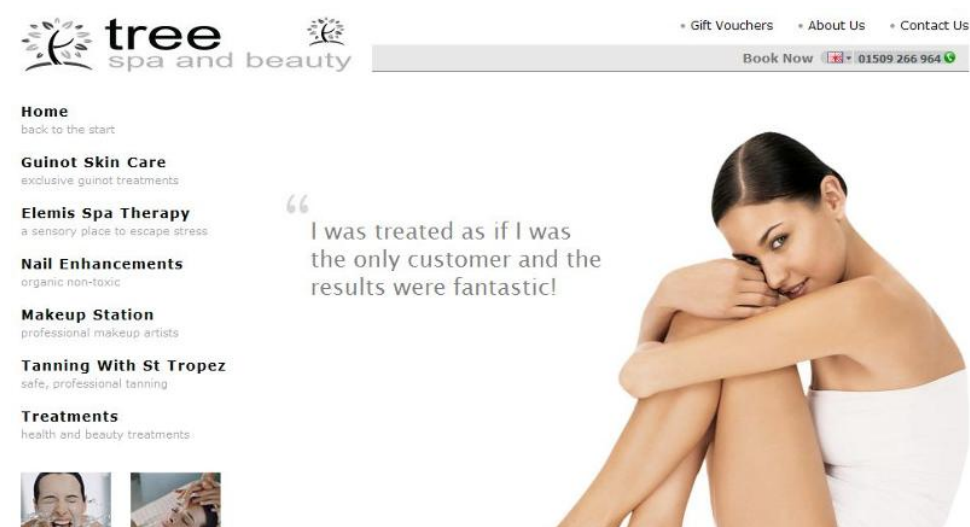
We carried out a Strategic Planning Workshop (SPW) to assess the business needs and objectives, reviewing this forty year old business from top-to-toe to fully understand the potential and value it provides.

We evaluated all realistic options and came up with a complete new brand experience for customers, building upon the heritage the brand enjoyed combined with the values its directors, employees and customers wanted it to represent.

Outcomes



A new identity was developed, around the elements of life and growth which represent the values of the brand, its services as a spa and beauty centre a place of revitalisation.



tree spa and beauty

• Gift Vouchers • About Us • Contact Us

Book Now ☎ +01509 266 964

Home
back to the start

Guinot Skin Care
exclusive guinot treatments

Elemis Spa Therapy
a sensory place to escape stress

Nail Enhancements
organic non-toxic

Makeup Station
professional makeup artists

Tanning With St Tropez
safe, professional tanning

Treatments
health and beauty treatments

“ I was treated as if I was the only customer and the results were fantastic! ”

Tree's brand values now drive the customer experience leveraging the value and aspiration of the brand coupled with the excellence in service reflected in new standards of customer care which add value and underpin retention through personal relationships.

New brands, products and service packages were developed representing customer assessed customer demand for new services targeted at specific high growth consumer groups, which included students, working and non working mothers as well as metrosexual man.

The website www.treespa.co.uk provides a crisp, clean and elegant communication channel, reflecting the simplicity, natural and revitalising services and products Tree Spa and beauty provides. This emphasis towards regeneration and revitalisation reflects and inspires the customer experience in everything the brand offers its customers.

Precise online targeting via email, newsletter, and Twitter support customer acquisition and retention while print media and instore presentation and promotional packages support more traditional user groups within this county town. The new CRM system supports the customer experience in providing excellent service and back office systems.

Like to know more? Then contact Richard Gourlay on 07786068477 or email at richard@cowdenconsulting.com

