

RADIOcase study

Background

- Radiance Medical Spa has been known for medical spa treatments such as hydrafacials, chemical peels, botox, dermaplaning.
- They have partnered with Alpha Media in Kansas City to promote their services via radio and digital by highlighting monthly specials.
- The campaigns were doing well and bringing in new patients.

Objectives

- Promote Radiance Medical Spa's new tattoo removal service.
- Stimulate demand for this type of procedure.

Strategy

- Create a creative media solution that tapped into the honest and true needs of the niche target audience through a fun audio campaign.
- Alpha Media Kansas City and the client unearthed consumer insights through a brainstorm session focused on the various reasons people would need a tattoo removal procedure.



Solution

Fun Commercials

- Alpha Media developed scripts based on reasons for tattoo removal which were produced at the station and recorded by the Radiance Medical Spa.
- Scripts used quotes such as "Did the relationship fade faster than the tattoo", "Is it misspelled? A mistake? Or maybe misinterpreted when people see it? Wouldn't you like to just get rid of that tattoo you regret"?
- The :30 spots are refreshed on a regular basis and run continuously on Alpha Media's Adult Hits radio station to engage the target listening audience.

Results

- Upon the launch of the campaign, Radiance Medical Spa was overwhelmed by calls with questions about the tattoo removal procedure.
- Significant increase in bookings for tattoo removal appointments.

