

**CLIENT:** URBAN BODY LASER, VANCOUVER CANADA  
**CHALLENGE:** TO ARREST THE EROSION OF SALES DUE TO COMPETITIVE SATURATION AND PUT URBAN BODY LASER BACK ON THE GROWTH TRACK.  
**SOLUTION:** REVISE MEDIA PLAN, CHANGE THE MESSAGE

**Urban Body Laser (UBL)** is a laser hair removal clinic in downtown Vancouver.

Opening in 2004, UBL experienced steady growth until 2010 when the onslaught of competition began to erode their market share.

Although advertising brought people to their door, UBL's closing ratio continued to shrink. Monthly sales were on the decline.

UBL spoke to a mentor who had experienced great success with Wizard of Ads and suggested UBL work with a Wizard of Ads Partner. After doing their homework UBL called Wizard of Ads Atlantic.

Jane and Scott Fraser (\*sns) flew to Vancouver and spent 2 days with UBL examining their business from the roots up.

### The Problem:

Wizard of Ads Atlantic determined that the primary issue was UBL's advertising.

1. UBL's message was strictly transactional.  
When sales began to slow, UBL became more aggressive with their advertising. Every ad focused on a special offer, discount or price enticement:  
"Buy One, Get One"  
"Buy One - Save 50% OnThe Next Body Part"

While the messaging worked, the majority of people who responded to the ads were transactional shoppers who:

- think short term
- care only about today's transaction
- enjoy the process of shopping and negotiating
- fear only "paying more than they had to pay"



### YOU ARE JUDGED IN AN INSTANT

#### Recent research studies conclude:

- Others judge you on your appearance in just 1/10th of a second
- An attractive appearance means an 18% increase in salary
- 50% of North Americans are unhappy with their own appearance
- Shaving costs a lifetime total of \$23K and 1400 hours of your time!

The highly trained professionals at Urban Body Laser want to teach you the safest, latest, most effective, affordable techniques in permanent hair removal, photo rejuvenation and total skincare for a sexy, confident, glowing - YOU.



Urban Body Laser utilizes the latest in technology and advanced training.

#### PLEASE CALL NOW

For a fun and private consultation to learn ways to look better while saving money.

and we will give you

**\$200 of FREE**

services to help you improve your quality of life!\*

**THIS WEEK ONLY!!!**

\*some restrictions apply.



Urban  
Body  
LASER

**Downtown Location**  
860 - 777 Hornby Street  
Vancouver, B.C. V6Z 1S4  
[www.urbanbodylaser.com](http://www.urbanbodylaser.com)  
**604-696-5506**

### Case Study: Urban Body Laser

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#### Transactional Shoppers (cont'd)

- is willing to spend lots of time investigating
- consider themselves the expert
- hinge every transaction on price

and for the most part were not willing to commit a chunk of their money to what they saw as a non-essential service.

2. UBL's existing campaign fell well below Wizard of Ads campaign criteria.

#### The Solution:

Wizard of Ads Atlantic determined that they would change the direction of the advertising to speak to *relational* customers because they:

- \* think long term
- \* consider today's transaction to be one in a series of many
- \* do not enjoy comparison shopping or negotiating
- \* fear only "making a poor choice"
- \* hope to find an expert they can trust
- \* consider their time spent shopping to be part of the purchase price
- \* is likely to become a repeat customer

Wizard of Ads Atlantic emended UBL's message to speak to the desire for personal empowerment instead of the wallet. They spoke to the desire to rid oneself of unwanted body hair and the perceived stigma attached to it. The message was written to build confidence and value in the solution that Urban Body Laser provided.

Messaging formulated, Wizard of Ads Atlantic negotiated a 52 week radio campaign that delivered Urban Body Laser's message to a substantial slice of Vancouver's population, at twice the weekly frequency. In short, Wizard of Ads Atlantic:

- *doubled the number of weeks UBL was on the air*
- *doubled the weekly frequency*
- *and they did it for less money*

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**Results:**

After the first year of working with Wizard of Ads Atlantic, UBL's sales were up 19% year over year. First quarter sales in year two are trending above the previous year.

The strategy remains unchanged.



If you are interested in speaking to Wizard of Ads Atlantic about developing differentiation strategies and intensifying the identity of your business, contact Wizard of Ads Atlantic.

\*sns - *siblings not spouses*