

# TESTIMONIAL Pyara Spa and Salon



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**“We’ve seen a 50% increase in new clientele from our campaign”**

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*“Our OOH campaign allowed us to create a presence in the Cambridge area and generated a surge of guests that we have not seen in a few years as well as new clientele. Connecting with new and existing clients has provided a huge competitive advantage as our business is trending up like never before. After our campaign we saw an increase of 50% more new clients over last year! This is far more of an increase than we have seen in the two and a half years we have been in our new space. With this increase we are on track to have our best month yet! This campaign has proven to be so successful for us that we are actively looking into next steps to further our brand awareness campaign utilizing the talents of the OUTFRONT team!”*

**Donny Heenan**

General Manager, Pyara Spa and Salon

**Audience**

General Market

**Media Mix**

Subway Kings,  
Digital at Harvard  
Station

**Market**

Cambridge

**Objective**

Build brand awareness in the Cambridge market as well as bringing attention to their new location.

**Rationale**

Strategic out-of-home placement was used to generate awareness within their targeted market area.