



## Case Study

Starting out as a small Edmonton-based spa retailer, Arctic Spas has grown to include over 270 dealerships throughout Canada and Europe. The company has also expanded into manufacturing the products and produces between 10,000 and 11,000 spas annually. With their focus on strong customer service, Arctic Spas has earned a reputation as one of the top 20 manufacturers in the world and was named one of Alberta's Top 100 fastest-growing companies in 2003.

### Challenge

Arctic Spas approached g2 marketing in 2004 for help in gaining insight into how to define their brand in an increasingly competitive industry. Despite their enormous success, they found that their marketing plans lacked strategic focus and an inconsistent brand image left opportunity for consumer confusion.

Arctic Spas recognized the value in establishing a strong, recognizable brand and wanted to ensure consistent communication in order to continue to thrive in their market.

### Strategy

During a strategic planning session with key members of the Arctic Spas team, g2 marketing gathered information such as company history and mission. Also discussed, were the organization's competitive advantages, goals and objectives. Based on the obtained information, a strategic marketing plan was initiated.

The outcome was the development of a national "Ad Planner" resource that would facilitate Arctic Spas ability to project a consistent and effective image and help the organization to reach its full potential. g2 marketing inc. designed a 3-year structured campaign complete with all the necessary tools to effectively implement consistent marketing initiatives including creative design, ad copy and locally produced national television and radio spots.

Each dealer was supplied with the campaign materials based on a regulated schedule to ensure all marketing efforts presented a coherent brand image on a national level. Dealers were also given the option to contact the head office via the company intranet and order promotional items for their individual market needs.

### Results

In the last three years, the spa industry has experienced a dramatic decline of 20%, but not only did Arctic Spas business not decline, they actually increased their market share by 3% in the last year. This incredibly positive outcome has been successfully supported through the use of the "Ad Planner" resource, which ensured that, despite the faltering industry, Arctic Spas maintained a strong and consistent brand presence.



## Creative Examples

### Print Ads



### 2005 Campaign Billboard



### 2005 Campaign Flyer



### 2005 Campaign Handout

