

Approach:

Seeking to make the spa experience more accessible, our client recognized the allure of a simple offering of high-demand spa services. inSpa hired GIRVIN to help with a strategy to remove the mystery (and fear) of going to a spa.



| Identity

Environment |



| Print



| Packaging

Result:

GIRVIN's strategy focused on making everyone feel like an insider. From the easy, descriptive name to the streamlined displays and packaging, the entire retail environment is crisp. Splashes of vibrant color in a custom mural generate warmth in this comfortable venue. The casual but professional approach sets inSpa apart and makes the target audience feel welcomed and pampered, not pressured.

