

GROUPON *Beauty*

GIFT RELAXATION

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HBW Out To Wow

Gift Relaxation is the overarching Theme with these sub-themes:

Day 1 Spa Experiences

Day 2 Float Experiences

Day 3 Salon Experiences

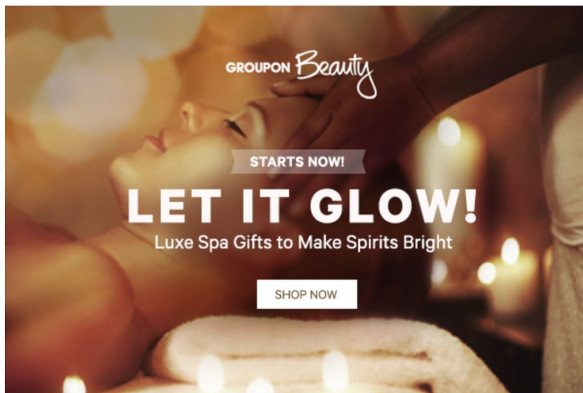
Creative Strategy:



CONCEPT 1

A luxury spa gift rejuvenates the body and soul. Concept 1 uses warm, glowing aesthetics to evoke feelings of total renewal, while the overarching theme playfully nods to the holidays.





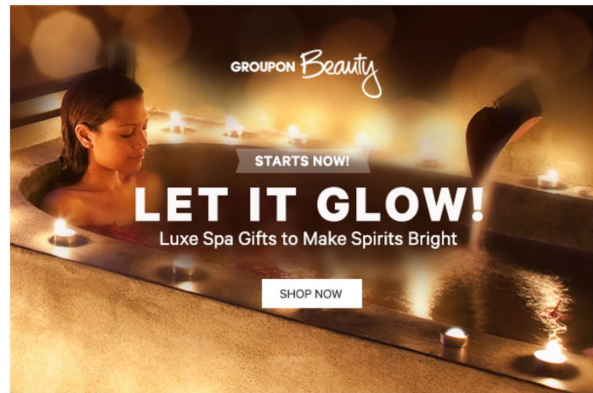
A photograph of a person receiving a facial treatment in a spa setting, with warm lighting and candles.

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STARTS NOW!

LET IT GLOW!
Luxe Spa Gifts to Make Spirits Bright

SHOP NOW



A photograph of a person relaxing in a hot tub with candles and warm lighting.

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CONCEPT 2

This holiday, gift her a holiday at the spa. Concept 2 uses a more classic holiday aesthetic and color palette to showcase a collection of luxe, relaxing gifts.





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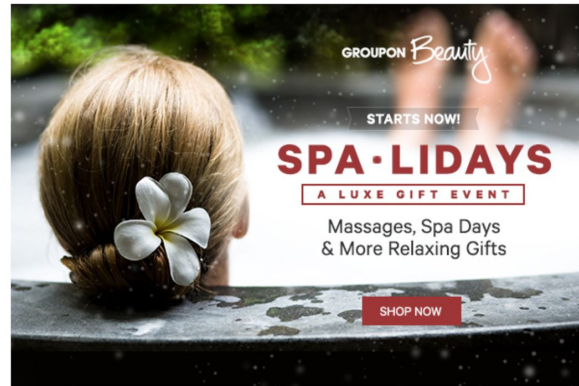
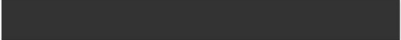
STARTS NOW!

SPA·LIDAYS

A LUXE GIFT EVENT

Massages, Spa Days
& More Relaxing Gifts

SHOP NOW



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STARTS NOW!

SPA·LIDAYS

A LUXE GIFT EVENT

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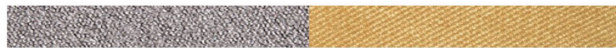
SHOP NOW



CONCEPT 3

Make someone feel dazzling this holiday with a luxury spa gift. Concept 3 uses sparkly, metallic aesthetics and luxe imagery to elevate it to a party where everyone feels fabulous.





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STARTS NOW!

HOLIDAY SPA PARTY

Splurge on Indulgent Spa Gifts

SHOP NOW

This advertisement features two women in white spa robes laughing joyfully. The woman in the foreground is holding a smartphone. The background is a soft-focus spa setting. The text is overlaid on the right side of the image, with a grey "STARTS NOW!" button and a black "SHOP NOW" button.



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STARTS NOW!

HOLIDAY SPA PARTY

Splurge on Indulgent Spa Gifts

SHOP NOW

This advertisement features a woman in a white spa robe holding a martini glass. The background is a soft-focus spa setting with a gold glitter effect on the right side. The text is overlaid on the right side of the image, with a grey "STARTS NOW!" button and a gold "SHOP NOW" button.

THANK YOU

Brand Marketing Design + Copy

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