

## Health spa leaflet report

The leaflet that I produced was to advertise a health spa and beauty retreat in the UK. From researching similar health spa leaflets such as Champneys and their website, it is clear that the main target audience for health spas in general is females, so it had to appeal to women rather than men, even though products and treatments for men were still available.

Firstly, the colour would be one of the most important things as it is usually what attracts an audience to the leaflet, so I chose soft, pastel colours, pinks, baby blues and a light lilac as these are stereotypical colours for females and isn't too vibrant or shocking, as the overall feel of the leaflet needs to communicate the feeling of the spa; calm, relaxing and fresh, and these colours connote that. The background of the entire leaflet is in a parchment paper style, this is also very feminine and it was important to have a faint background that doesn't override the information and text that is on the leaflet.

The text of the heading "Skin Deep Health Resort" on the title page is French Script *MJ*, which has a curly style and appears to be sophisticated and once again feminine, so appeals to the audience. The text "Skin Deep" is larger than "Health Resorts" so that the brand name of the complex stands out more and is more important than the type of place that it is. The heading is accompanied by some images of the actual resorts that are available, and this whole section is grouped together by a lilac dotted line to the right.

Throughout the leaflet, there is the advertisement that if you make a booking of over £200 then you get a free gift. I saw this technique in the "Wooky Hole" leaflet and it presented an offer in a clear and unmistakable way. Furthermore, in the Champneys leaflet, there was a similar technique used and a certain shape was associated with an offer. So that the audience recognise this offer, it is presented in the same way each time, with pink italic text and the picture of the free gift to the left of it, and cornered off with two blue lines. From looking at other leaflets, I have seen that this is a popular technique that seems to be very effective as the audience always associate that "box" with money, or an offer. Because that is familiar each time it's seen, the audience get to know that when this is there, it means that there is an offer, or something concerning money.

When the leaflet is opened, there is a row of pictures of the spa stretching across the bottom of the page slanting downwards to the left. I chose to set it out like this as it is eye catching. The banner above it also slants down in the same direction with the phrase "The perfect haven for relaxation, rejuvenation and pampering" across it. This phrase is appropriate and catchy because "haven", "relaxation" and "rejuvenation" rhyme and there is slight alliteration also, so it will stay in people's memories and the audience will remember.

The page with the most text on is the middle page, which has an explanation of what the health spa is and how appealing it is. Below this are the three awards that the resorts have won so far, and this is presented in a picture frame to make it appear more official and authentic, plus this gives the illusion that is prestigious enough to be hung on a wall. Below this, the website in which you can vote at is advertised. On a lot of leaflets, companies that are related or "sisters" of the company are presented, so I thought I would include this site as it is in relation to the spa and both parties will benefit from customers visiting it.

On the first page that appears when only the side of the leaflet is opened, is more text presented in a picture frame, titled "Irresistible Cuisine". The picture frame makes it appear more elegant and refined, and this is a reflection of how many menus are set out, especially in important restaurants. Within the picture frame there is a description of the food on offer, and about how healthy it is which is also contributing to how good the spa would be for you.

At the bottom of this page there are three photos of gourmet available in the same slanting style as on the main page to add some variety and so there is visual continuity for the audience.

Twice in the leaflet, a "New" logo is used and appears in the same way each time – in a pink banner in the area of the item that is supposedly new. People seem to assume that if something is new then it must be good and encourages them to go and use it for themselves.

On a lot of leaflets, for example ones that are appealing to children like "Digger land", all of the information is merged together and wherever you look there is action and text. As my target audience is different for this leaflet, its clear that this wouldn't appeal to them, and the feeling that is trying to be put across is calming, and relaxing, so everything on the leaflet is set out neatly and easy to read. You can simply read across the leaflet instead of having to pick out the information that is necessary and relevant the most. The only thing that stretches across the page is the photos on the middle fold out, which are presented in a downwards slant to make the audience feel as if their stress and worries are going down, and they are relaxing just as the photos show.

There are many opportunities to distribute the leaflet, for example at leisure centres and gyms, as working woman who care about their appearance would go there. Another place could be at "romantic getaway" resorts, where couples could consider visiting the spa together, as they obviously enjoy going away together. Supposedly middle class women would be the most likely to go, so ABC1.

Overall, the leaflet is conveying the right message to the audience, and is at the same time appealing and engaging. It has all the information that is needed, from the directions, to the treatments that are on offer, and there are enough persuasive techniques and interesting adjectives to allure people to come to the spa.