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JANUARY / FEBRUARY 2015 ■ PULSE.EXPERIENCEISPA.COM

Shaping the Future

PREDICT YOUR FUTURE BY CREATING IT



A man with dark hair and a slight smile, wearing a white bathrobe, stands in a bright, modern spa or hotel lobby. The background shows a curved ceiling and a lounge area with a brown sofa and a lamp.

The Next Generation

AS THE NEXT GENERATION OF CONSUMERS, the millennials are projected to change the business landscape with their unique needs, preferences and demands. "Millennials expect and demand innovation in spa and in a shopping experience. They tend to share experiences, both good and bad, which allows the spa access to more information and to participate in meaningful conversations online," says Susan Grey, regional vice president of spa operations at bliss, based in New York, New York.

A CLOSER LOOK AT Millennials

BY MAE MAÑACAP-JOHNSON AND ALEXANDER MENRISKY



Patricia Cassell-Ogilvie
President • En Vogue Day Spa & Gift Studio,
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Patricia Cassell-Ogilvie, president of En Vogue Day Spa & Gift Studio, located in Regina, Saskatchewan in Canada, also observes that millennials look for value-added services. “Social media has helped make them well-informed [consumers]. They tend to look for deals. Spas have to be able to show millennials the benefits [of going to a spa],” she says.

Customized Experiences

One of the demands from millennials seen among spas is customized experiences. Forget the one-size-fits-all or cookie-cutter treatments and products, millennials want solutions specific to their problems. “We make sure to spell out the benefits of our products and encourage our customers to speak about

a specific need or concern before and during their treatment,” Grey says.

Because seeing the benefits is important to this generation, prevention is a value proposition for them. Irina Mark, president of Caviar of Switzerland USA in Glenview, Illinois, has seen a continued demand for products that help to prevent premature skin aging. “With this in mind, we have been actively promoting our products on Facebook, *ELLE*, *Wedding Affair*, *Lifestyle*, and other youth-oriented media through placement of print and banner ads,” Mark says. “Caviar of Switzerland also recently participated and lent expertise in a skin-care research initiative at the University of Oxford, which was heavily targeted toward generation X and Y.”

Additionally, millennials demand

spontaneity. According to David Culiner, founder of lovethislife located in Santa Monica, California, “spontaneity of availability” is important to this group. “When they want it, they want it NOW,” he says.

This demand for “spontaneous and instant” has sparked a need for businesses to adapt and respond quickly through technology.

Plugging In

“It’s a mobile world and if you don’t have an app, you’re polarizing millennials,” Grey says. “We see more last-minute bookings versus an appointment booked months in advance.”

John Nides, national sales manager at eyewear brand SCOJO New York, based in Minneapolis, Minnesota, says businesses need to keep up with technology if they want to engage millennials. “As tech-savvy as millennials are today, we as a company need to embrace their knowledge and understanding of the Internet and social media. These customers can make or break us.”



Susan Grey
Regional Vice President of Spa Operations
bliss, New York, New York



Irina Mark
President • Caviar of Switzerland USA,
Glenview, Illinois



Nides says SCOJO is certainly paying close attention to maximizing technology for its marketing. “Social media has been a great marketing strategy for us,” Nides says. “It connects our customers to our brand in an efficient way that drives sales as well as keeps customer relationships. We can see how our customers appreciate our product, read reviews and even communicate first-hand with our end users.

Like SCOJO, En Vogue uses technology to respond to consumer feedback, but also encourages a more personal connection. “In this day of social media, people do not connect face-to-face like the previous generations,” Cassell-Ogilvie says. “En Vogue is taking a fresh approach to the spa experience, with a

focus on helping clients reconnect with the special people in their lives.” To do this, the spa has stepped up its couples’ packages and popular tweens and teens services designed to be shared with adults in their lives. The spa also has a Last-Minute Club which notifies customers via emails of available last-minute appointments, along with a 20 percent discount offer.

Making an Impact

Cassell-Ogilvie says millennials tend to be “we-driven” and are passionate about their own world and how they can make an impact. “The spa industry will have to support their passions for social causes, also by developing spas and spa services that are not detrimental to

Mother Nature,” she says.

As a way to engage millennials who want to be involved in community-based events, the spa regularly holds fundraising events. “We turn our yearly En Vogue Anniversary Soiree into a fundraiser, charging a nominal fee to register for our event and in turn, donating the amount raised,” she says. “We once had firefighter calendar guys in attendance and donated all registration fees to the Firefighters Burn Fund. In 2012, we were awarded the President’s Award from the United Way for our community involvement,” she says.

Defining Health & Wellness

Cassell-Ogilvie says millennials tend to view spas differently from generations



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