



SPA CEYLON
AYURVEDA WELLNESS

**DRIVING VIRALITY FOR A GLOBAL LUXURY
AYURVEDA BRAND**



Overview

Case Study

Spa Ceylon is known to be a luxury Ayurvedha Brand both to the Local Market and the International Market with over 50 years of expertise in the field of natural health & beauty products from the pioneer in modern Ayurveda beauty care in Sri Lanka.

Spa Ceylon combines Ayurveda wisdom, fine natural ingredients & contemporary design to bring you the ultimate in Ayurveda luxury – for health, well-being & relaxation. The range includes treatment oils, massage balms, massage and bath oils, essential oils, cleansing bars, exfoliating bars, shower gels, body scrubs, body pacs, milk baths, body lotions, moisturizing balms, body mist, soothing balms, foot care and herbal compress.



The Challenge

The challenge that Spa Ceylon was facing was as a luxury wellness brand aiming to offer their customers a lifestyle of indulgence & total natural wellness conveying this messaging across their TikTok platforms to build a community on the platform which attracts and engages a whole new audience Gen Z into their eco-system.



Our Approach

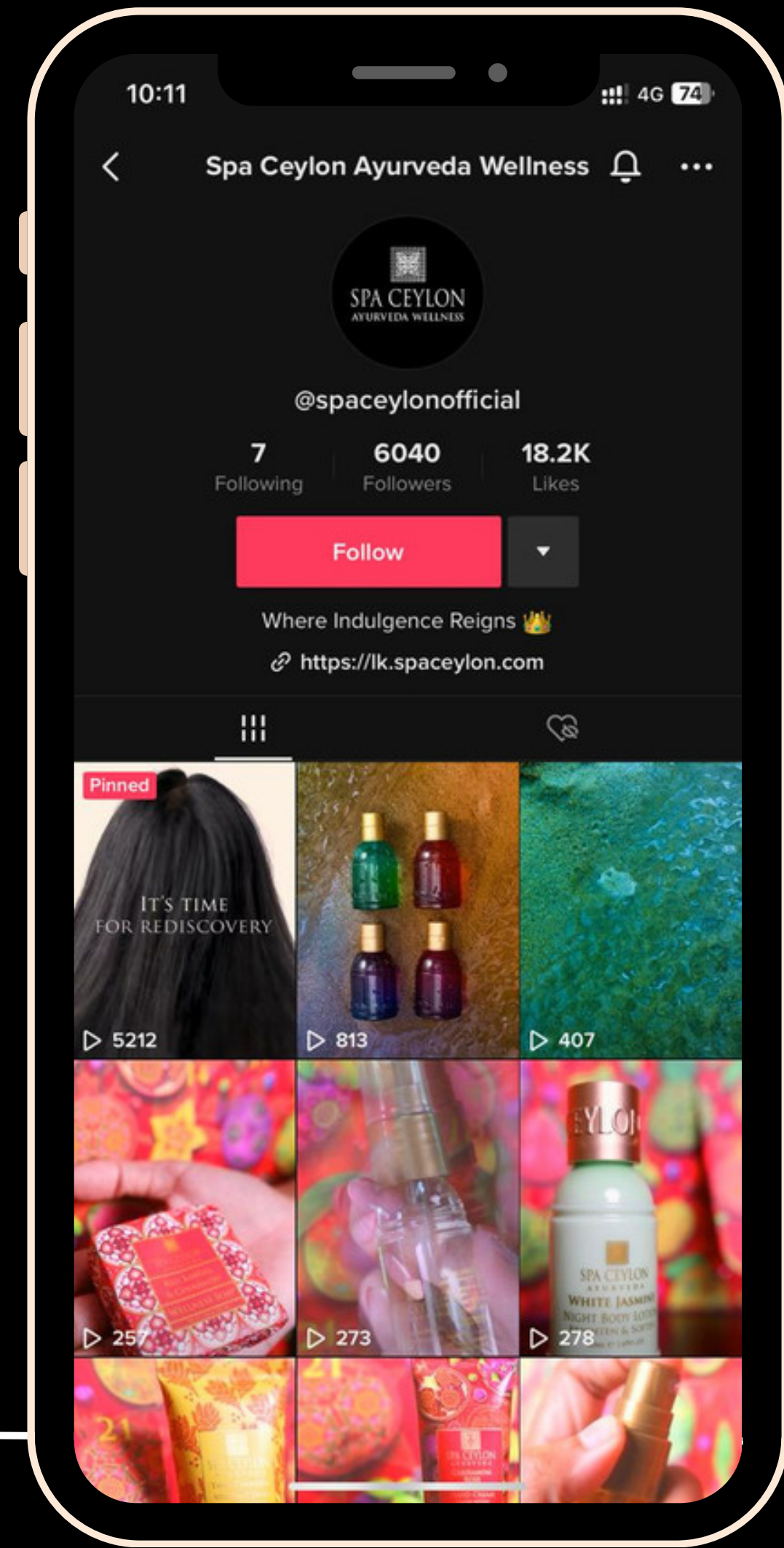
1. Shoot trending content around the latest trends to showcase new products, seasonal offers etc for their other individual products
2. User Generated Content to drive more reach and engagement
3. Share tips and tricks on a widely discussed topic - SkinCare

THE EXECUTIONS

TikTok

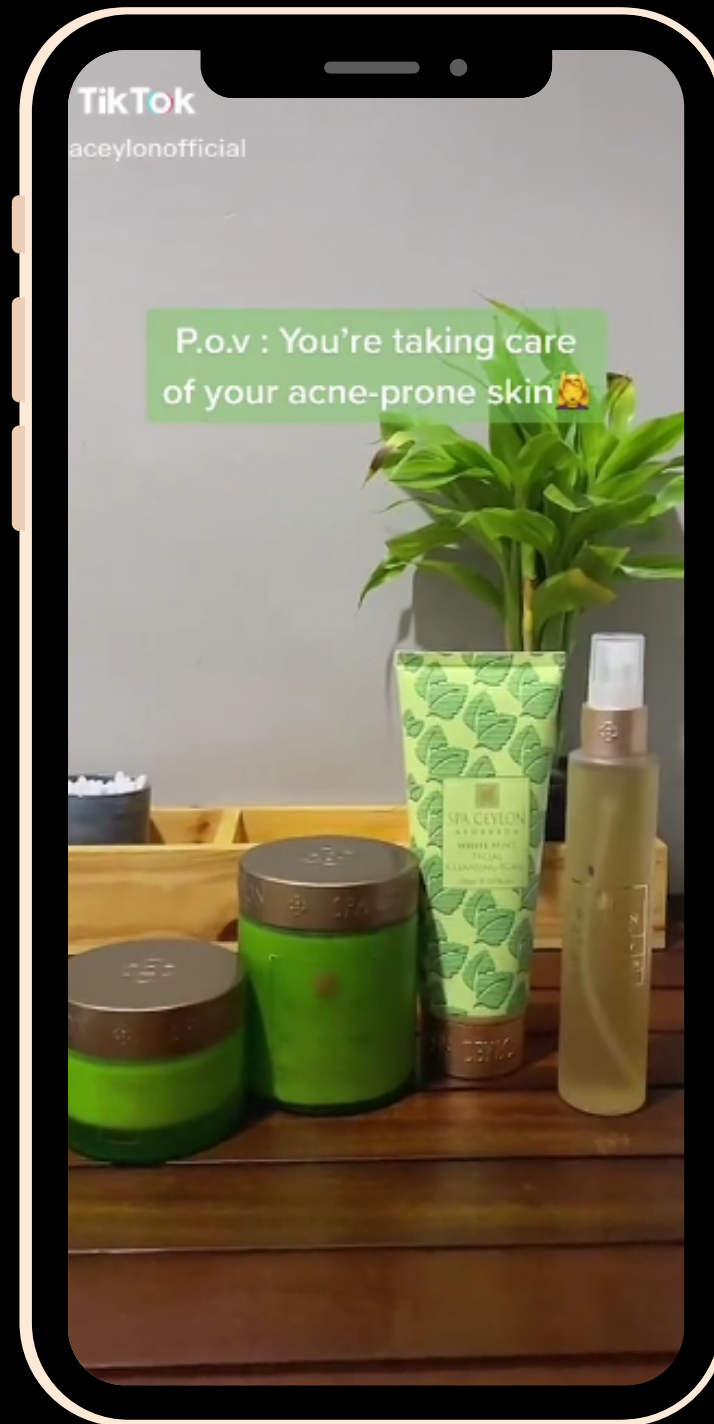
Content results & growth

We took over Spa Ceylon from February 2022 and started working on creating content to improve their low engagement rates for their hamper ranges, where we used each product and used them individually to show the purpose and benefits from it.



Creative Executions - Organic

Top Viral TikTok Videos



Views - 33.5K
Comments - 14
Shares - 22



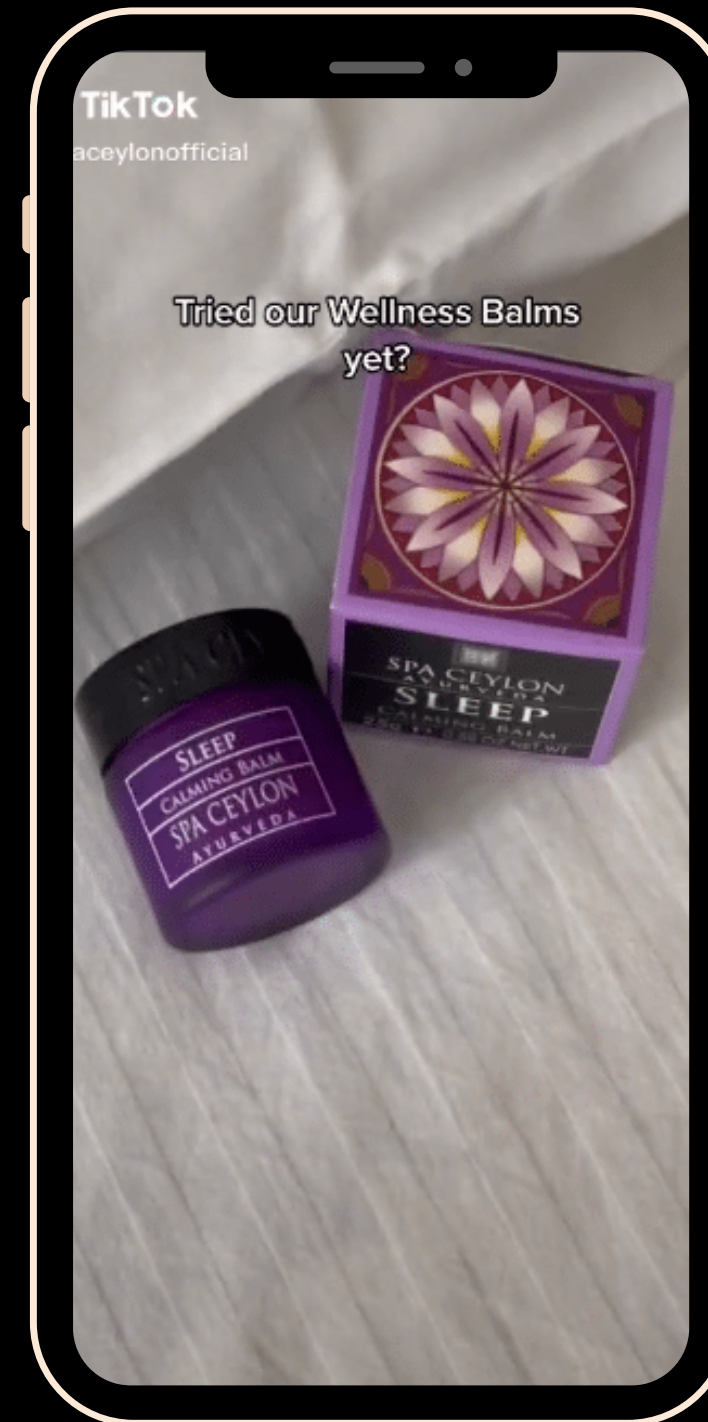
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Shares - 1

Creative Executions - Organic

Top Viral TikTok Videos



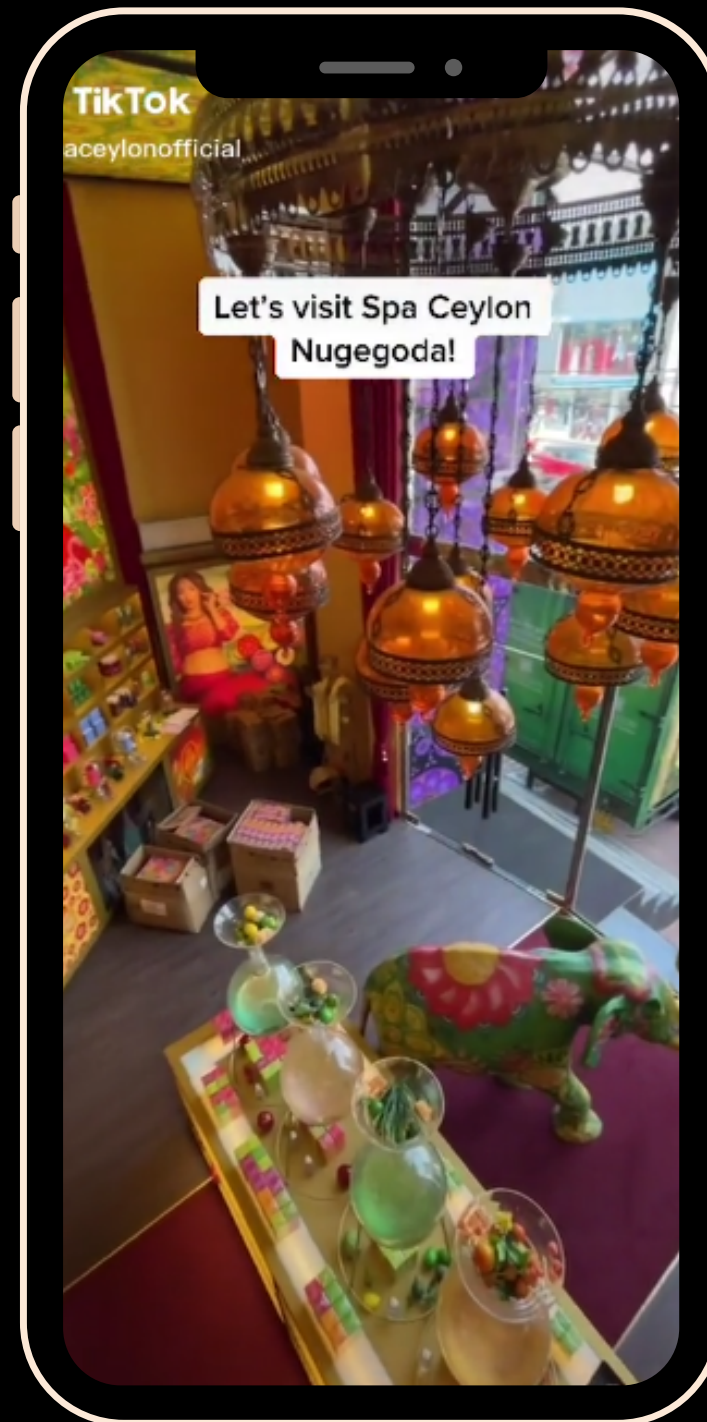
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Shares - 8



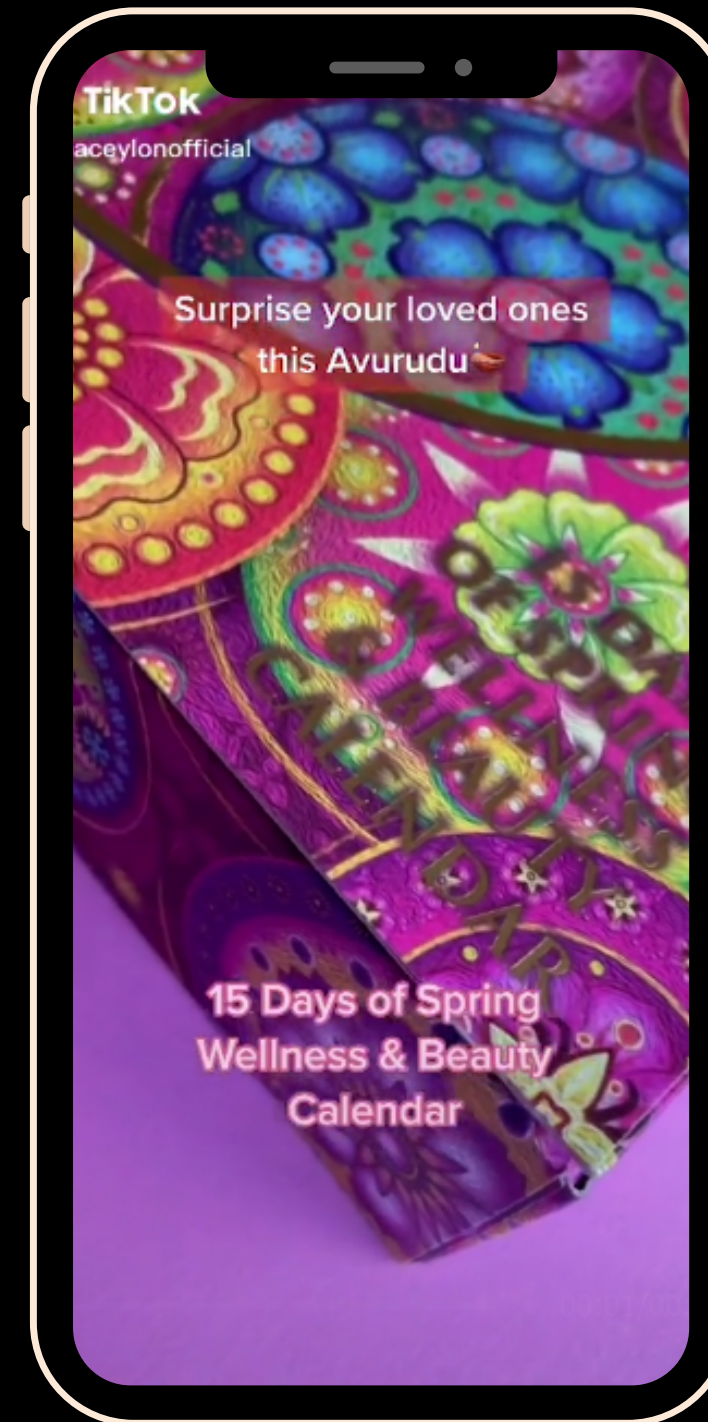
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Comments - N/A
Shares - 2

Creative Executions - Organic

Top Viral TikTok Videos



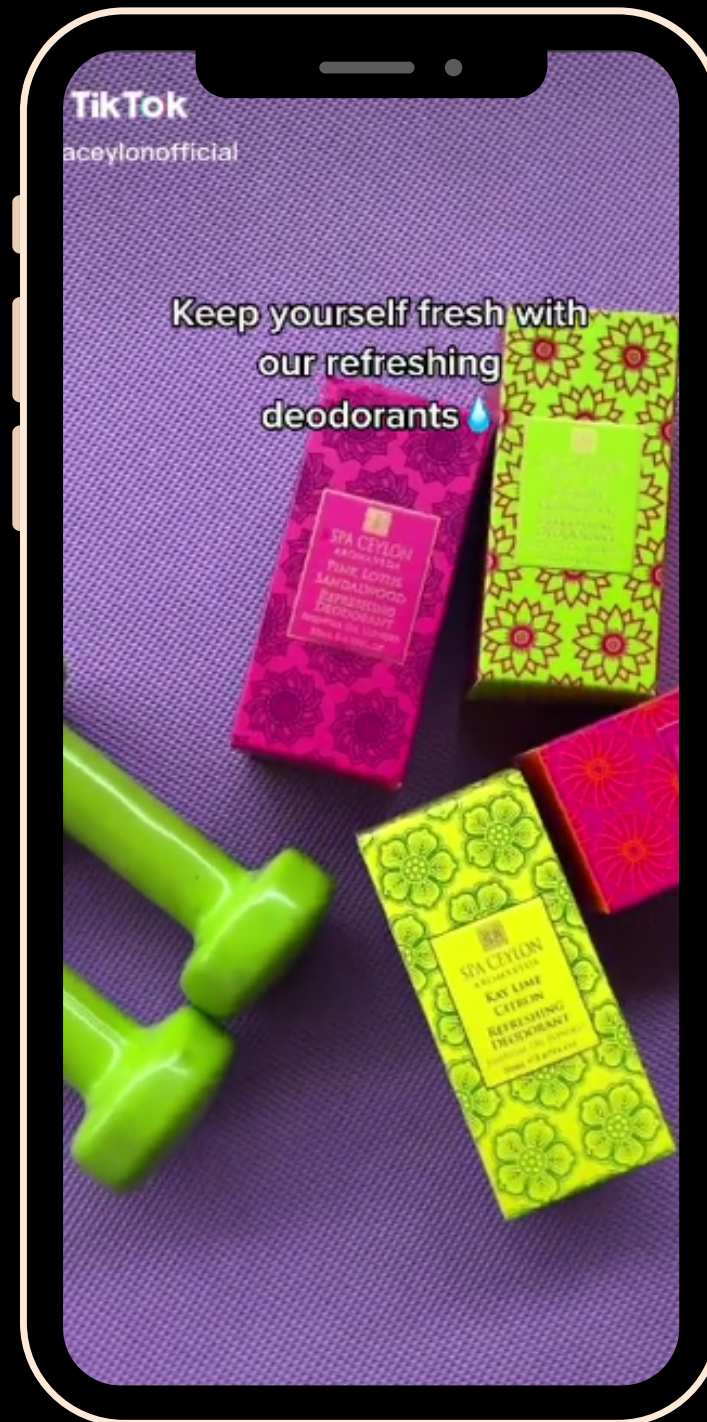
Views - 7794
Comments - 1
Shares - 2



Views - 6355
Comments - 5
Shares - 4

Creative Executions - Organic

Top Viral TikTok Videos



Views - 5170
Comments - 6
Shares - 2



Views - 4607
Comments - 3
Shares - 2

Results We Got

Dash Board Snap-Shot (Oct 15 - Dec 13)

137K+
VIEWS

99+
SHARES

50+
COMMENTS

2000+
FOLLOWERS

LETS TALK

This is not the end, it's just the beginning..



Drop by

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