

Mitsubishi Rayon Home Products/Soda Bath Promotion

Challenge

-Generate positive awareness of healthy benefit of Soda Bath,
a new category of hot spa, among general public and create sales leads

Strategy and Action

Establish Soda Bath Information Center and its web site

- Press seminar and media events focusing on healthcare and lifestyle magazines, TV broadcasters.
- Consumer monitor campaign, survey
- News release / News letter

Results

- The category has been recognized as a key/new trend for hot spa, and covered by 36 TV programs.
- ROI is over 10 times. 200% increase in installation in commercial facilities in the first year of promotion.
- Achieved a dramatic rise of traffic to information center

