

# Finding New Tanners...At The Movies!

These days, we're all hunting for new customers – but the Total Tan salons in New York State recently utilized an innovative cross-promotion idea to drive traffic at their 30-store chain.

After some brainstorming, the Total Tan staff decided to promote the fun of indoor tanning to moviegoers in the Buffalo, NY area. Working with the management at a local movie theater, Total Tan created a prize wheel and exhibit table to set up in the lobby, with which they gave away free tans, free upgrade tanning sessions, Australian Gold lotion packettes and Fresh-Ease after-tan body cloths. "We also offered a chance to win a big gift basket at the end of each night if people shared their email address with us. We like to send a monthly email blast that includes a coupon, so this was a valuable way to expand our email list," said Rachel Mitchell, Total Tan Director of Operations.

"We reached a new audience – no pun intended," said Cyndi Leonard, Total Tan Owner. "We timed our promotion to coincide with the opening nights of summer blockbuster films, so that we would have maximum impact for our efforts. The staff all wore colorful T-shirts and decorated the exhibit to make it a fun attraction for people enjoying a night out at the movies."

"There were a few naysayers who didn't want to win a free tan," reported Elise Houseman, Total Tan Marketing Director. "But, if they didn't want a tanning session, they could also win a gift certificate to use for a spray tan or bottle of moisturizer. We wanted to give people an incentive to come to our salon, to get them in the door and show them what a great operation we are."

The Total Tan Team repeated their movie night marketing events for almost three months and used newspaper and radio advertising to promote their upcoming presence at various theaters. "We were so impressed with the results, we are brainstorming even more great ideas!" exclaimed Cyndi. "Stay tuned!" ■



Total Tan Niagara Falls staff members Dena Defazio (L) & Mary Badamo attracted lots of attention with their prize wheel exhibit at Buffalo, NY movie theaters.



*In my 20 years in the industry, I'd not heard of co-operative advertising with a movie theater! If you've come up with a unique marketing idea you'd like to share, email me at [Brenda@EyePro.net](mailto:Brenda@EyePro.net).*



Tanning industry veteran Brenda Fishbaugh is president of Eye Pro, Inc., makers of disposable eyewear. She travels extensively training salons on the effects of UV light on vision.



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NOVEMBER 2010

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