

Champneys

**Raise the awareness of Champneys
and our offering among 16-25
year olds.**

CHAMPNEYS

THE HEALTH SPA

Website

—
champneys.com

Social

—
[@champneys](https://www.facebook.com/ChampneysResorts)
[facebook.com/ChampneysResorts](https://www.facebook.com/ChampneysResorts)

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Background

Champneys pioneered the holistic wellbeing concept. We were the first UK health spa chain and the first purpose-built health resort. Champneys boasts four spa resorts located in the English counties of Bedfordshire, Hertfordshire, Leicestershire and Hampshire, each possessing its own style and personality. Our flagship health and wellbeing spas, with their unequalled range of treatments and offerings, attract A-listers, the sporting world, the spa cognoscenti and those who simply seek a treat.

Led by our four luxury resort spas, the Champneys experience is also accessible to everyone through the high street Day Spas and the Champneys Spa Collection. Our distinct Champneys brand of Englishness is also growing in Europe, Asia, the Middle East and North America.

Owned by mother and son, Dorothy and Stephen Purdew, the Champneys brand began with the purchase of their fourth resort in Tring, Hertfordshire. Purchased along with the Champneys name, the Tring resort was originally owned by the naturopath Stanley Lieff, who in 1925 opened the site as the first UK health farm. The Purdews then went on to rebrand all four resorts under the name Champneys as well as launch the Champneys Collection and eight Champneys Day Spas across the country.

The Creative Challenge

Our current target audience is women aged between 35-65. We need you to help us extend this into the younger market, raising 16-25 year olds' awareness of Champneys and what we have to offer in regard to staying healthy, keeping fit and living with vitality.

The challenge is to find a creative, interesting, relevant and inspiring way to make young adults understand the importance of staying fit and healthy and encourage them to do this through Champneys. It is about suggesting (without being pushing parents!) that they spend their money in a different way - replacing boozy nights out or shopping sprees with a refreshing and invigorating spa break. We would like to make health and wellbeing 'cool' amongst young adults, highlighting the importance of staying fit and healthy as well as groomed and gorgeous, to entice a younger target audience to turn to Champneys for all their health and wellbeing needs as well as their pre-party pampering.

The chances are this audience may not have even heard of Champneys or they may feel it is not accessible to them. It would be great to educate 16-25 year olds that a trip to Champneys can be much more beneficial than they think.

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Creative Requirements

Your idea must be original and appealing to a young adult audience. We are looking for fresh new ideas! You may present this any way you wish and are free to respond and create this communication or content in any medium or combination of media you wish. You must include the Champneys Logo within your work (available in the Project Pack at the YCN website).

Our Positioning

- Our ambition – To become the British ‘Gold standard’ for wellbeing, and a world-leading brand in health, beauty and wellbeing.
- Our promise – To inspire people to live with vitality.
- Our difference – The genuine, expert and complete solution to wellbeing.

Our Brand Values

- Empowerment – To help our customers to live fulfilled lives.
- Personable – We welcome our customers with a genuine, helpful, warm and hospitable service.
- Expert Knowledge – To educate our customers and help them achieve their goals in the best possible way.
- Quality – To help our customers to relax and leave the tension of everyday life behind, we seek to provide excellence in our food, service and atmosphere.
- Original – We deliver originality, authenticity, and innovation and lead the way for our customers.

Ideas should...

- Be creative and original
- Have a sense of spirit that appeals to 16-25 year olds
- Portray our key values and promise
- Educate and leverage the emotional and physical lifestyle and health and wellbeing opinions that 16-25 year olds want to achieve

Ideas should not...

- Be corporate
- Be over the top
- Disregard the Champneys ambition or brand values

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Deliverables, Artwork and Additional Information

For guidance on how to submit your work, please adhere to the main deliverables information which can be found at the YCN website - ycn.org

Any additional information referenced in the brief can be found in the supporting project pack.