

MAXIMIZE CONSUMER AWARENESS

All Points PR sparked powerful pre-opening buzz and extended it post-launch, establishing Sway by Spavia as a next-gen wellness brand. A multi-faceted PR strategy was utilized to create the awareness needed for the new Denver spa brand.



Created
consistent buzz
for flagship
location



12+
**TOTAL PRESS
PLACEMENTS**



Led
experiential
PR strategy



8+
**REPORTER AND
INFLUENCER VISITS**



Sparked
colorful brand
identity



12M+
**TOTAL PRESS
IMPRESSIONS**

AS SEEN IN

THE DENVER POST

5280
[THE DENVER MAGAZINE]

Westword

denver life
Colorado's leading lifestyle magazine

DENVER
BUSINESS JOURNAL

“ The consistent media coverage has been incredible, keeping the momentum going long after opening. The positioning has been spot-on, helping establish Sway as a forward-thinking brand and a standout destination in Denver’s wellness scene. ”

EMILY LANGENDERFER | CO-FOUNDER OF SWAY

