

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

WE'RE
ALL IN 