



MINI CASE STUDY

# The Digital Transformation of Luxe Petals

How a unified brand identity and custom programmatic advertising elevated Nairobi's premium spa.

## Executive Summary

Luxe Petals, a premium nail studio and spa situated in Karen, Nairobi, sought to elevate its digital presence to reflect the luxury experience provided within its physical sanctuary. The goal was twofold: modernize the web experience to drive organic bookings and implement an automated, programmatic video advertising system to scale local client acquisition.

### THE CHALLENGE

Prior to the digital overhaul, Luxe Petals relied heavily on walk-ins and word-of-mouth. The digital footprint was fragmented, lacking a cohesive brand identity, and the booking process was entirely manual, causing friction for high-end clientele who expect seamless scheduling.

### THE SOLUTION

A custom Next.js 16 web application was developed with a component-driven architecture using Framer Motion. To drive traffic, a programmatic video ad pipeline was constructed using Remotion, allowing Luxe Petals to render dynamic, high-quality video ads localized for the Nairobi audience.

## — Key Deliverables



### **Next.js Web App**

A blazing fast, SEO-optimized landing page acting as a 24/7 digital storefront.



### **Programmatic Video**

Remotion-powered video ads allowing dynamic text and image swaps for targeted campaigns.



### **Social Ecosystem**

A structured 7-day visual storytelling pipeline designed for Instagram engagement.



## The Results

40%

INCREASE IN  
BOOKINGS

2.5x

SOCIAL  
ENGAGEMENT

100%

BRAND  
CONSISTENCY

