



# **THREE KEY THERAPY RESEARCH REPORT**

28 August 2023





WHAT YOU'LL SEE TODAY

**RESEARCH FINDINGS**  
**2 x MOOD BOARDS**  
**COMPETITOR ANALYSIS**



A close-up photograph of human skin, showing the texture of the arm and shoulder. The lighting is warm and directional, creating soft shadows and highlights that emphasize the skin's contours and texture. The background is blurred, showing more of the body and some indistinct shapes.

DESIGN DIRECTION

# RESEARCH FINDINGS

## SUMMARY

## ABOUT THIS REPORT

## Method

**This report forms the basis for the Three Key Therapy brand strategy and design choices.**

As part of the process, market trends and customer motivations have been looked into. To give a well rounded picture, the sources range from scientific papers, social media, trend reports and statements from consumers.

Visual trends and messaging in your industry and companies that appeal to your customers also informed this research. You will be taken through each of these topics and opportunities in the marketplace will be discussed.

## Summary

The use of complementary and alternative medicine (CAM) is a steadily growing market with no signs of slowing down.

The most frequently used CAM treatment in Europe was massage therapy, 11.9%.

**CAM users are more likely to be female, better educated and middle-aged with their reasons being wide and varied.**

An overarching theme is gender inequality in the care received from traditional institutions. Specifically what women feel are lacking - and what can therefore make Body Therapy desirable - is to feel **“Heard” and “Understood”**.

Anecdotally clients from competitors also call out appreciating a practitioner that makes them feel **“Safe & Calm”**.

We can therefore focus the brand visually on these qualities and also ensure to **distance ourselves from the look and feel of “clinical”** traditional institutions.

## RESEARCH FINDINGS

## KEY TAKEAWAYS

## 01 Aesthetics

### NATURE

There are multiple reasons people seek Body Therapy but the environment that they desire has the commonality of **safety and calm**.

These attributes can be created by using **Biophilic design** and is therefore a popular trend in wellness interior.

**Biophilic design** is a human-centric design methodology that focuses on the connection between the natural world and humans by including elements from nature.

**We can extend this interior design philosophy into our identity design to evoke “safety and calm” by featuring “organic” motifs / styles in your branding.**

## 02 Aesthetics

### HUMAN

**Women are the majority** of participants in Complimentary Therapy and Alternative Medicine.

This is due to the fact that they are more likely to have **negative experiences with “main stream” healthcare providers**.

The more “clinical” approach of these institutions make many women feel “Gaslit”. They feel their concerns aren’t taken seriously or they do not feel heard and understood.

**It’s therefore important to distinguish your brand from the more “clean/clinical” aesthetic of traditional services and introduce a “human/ empathetic” feel whilst still maintaining a sense of “professionalism”.**

## 03 Communication

### Feeling seen & heard

This insight of women feeling “Gaslit” also indicates an important need in your messaging. **For explanation of your services to emphasise the provision of a space for people to feel respected and listened to.**





DESIGN DIRECTION

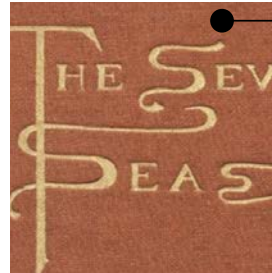
# MOOD BOARDS

## MOOD BOARD

## 01 "NATURE"

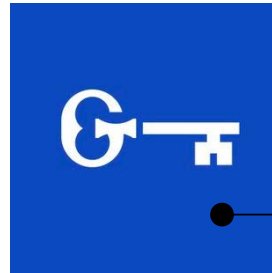
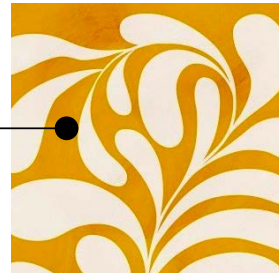
71

An "Art Nouveau-esq"  
font speaks to  
qualities of nature,  
care and detail.

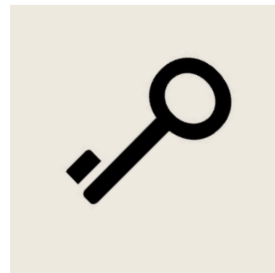


Fonts with curving  
elements hint to  
organic elements  
like water.

Leaf motifs  
connect the brand to  
the natural world.



A key motif can be  
used to symbolise the  
3 principles of your  
practice.





Mood boards include a collection of design elements that provide initial images, concepts, colours and styles proposed for the general “look and feel” of the visual identity.

### Direction

This direction is connected to “Nature”.

Feelings of **“Calm and Trust”** are evoked in the audience that help them feel at ease when seeing your brand.

### Typography

A serif / Art Nouveau-esq font that includes organic ligatures feel botanical or even water-like which create a considered and tranquil personality.

### Colours\*

Green, blue and differing tones of yellow and brown are calming in their reference to the “natural world”.

### Brand Words

Natural, calming, organic.

### Notes

Many other body therapists / therapy practioners use “clean/ plain” fonts. These can feel overly clinical and therefore a serif with detailed accents will help set you apart and bring in a sense of personality.

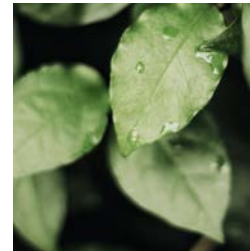
\*Colours may change in the design process but this board shows you the general direction for the brand.

## MOOD BOARD

# 01 “NATURE”

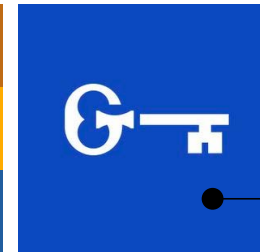
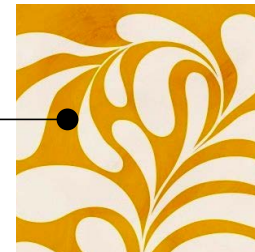
81

An “Art Nouveau-esq” font speaks to qualities of nature, care and detail.

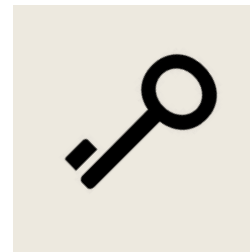


Fonts with curving elements hint to organic elements like water.

Leaf motifs connect the brand to the natural world.



A key motif can be used to symbolise the 3 principles of your practice.

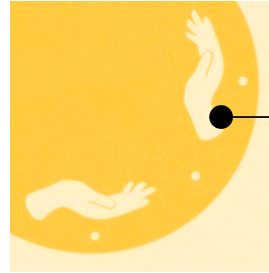
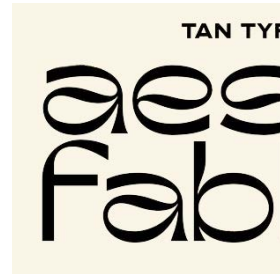
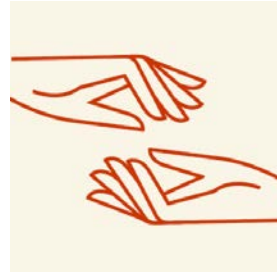




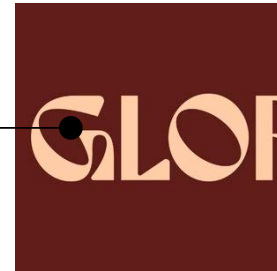
## MOOD BOARD

## 02 "HUMAN"

91



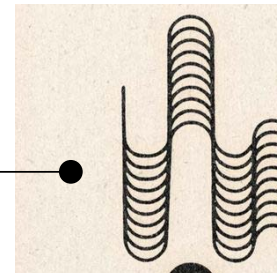
Using a visual of hands helps direct the audience in what kind of therapy "Three Key" is.



A font that hints to the style of the 70s emanates the feeling of organic flow.



A sans-serif font paired with unusual curves gives a modern and professional look that still feels "human".



Curved lines hint at the idea of "flow" and "connection".



Mood boards include a collection of design elements that provide initial images, concepts, colours and styles proposed for the general “look and feel” of the visual identity.

### Direction

This direction is “Modern with a **Human** twist”.

It gives a feeling of approachability whilst still maintaining a professional look for your brand.

### Typography

A sans serif font feels modern whilst the 70s-esq, fluid and non-conformist detail adds charm and personality.

### Colours\*

Ochre and differing tones of red and brown refer to an “earthy” quality. These create a sense of “grounding” and “connection”.

### Brand Words

Modern, approachable, fluid.

### Notes

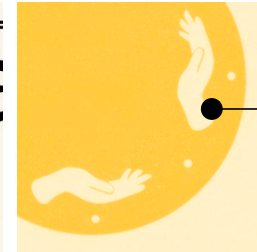
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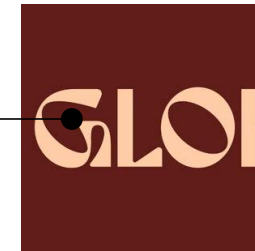
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# 02 “HUMAN”

101



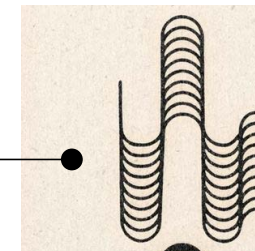
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## MOOD BOARD

## 01 "NATURE"



## MOOD BOARD

## 02 "HUMAN"







DESIGN DIRECTION

# COMPETITORS



## KEY TAKEAWAYS

## COMPETITOR WEBSITES

I work with people who want to release their anxiety, tension, pain, and transform the sense of something missing in their lives.

## What?

Shiatsu is a Japanese form of physical therapy. Energy pathways are stimulated by means of acupressure on specific points. Energy pathways are located throughout the body and are connected as a network. Already during a treatment you can feel the direct effect through specific sensations.

## Effect?

In addition to treating symptoms and complaints, the cause is also examined so that recurring complaints can be prevented. The Ki (energy flow) is invited and can promote your resistance.



Morgan Kramm  
2 days ago



100% recommend Tension Tamers. Their space is incredibly peaceful and safe, each of the  
[Read more](#)



Volodymyr Mykhatskyi  
21 days ago



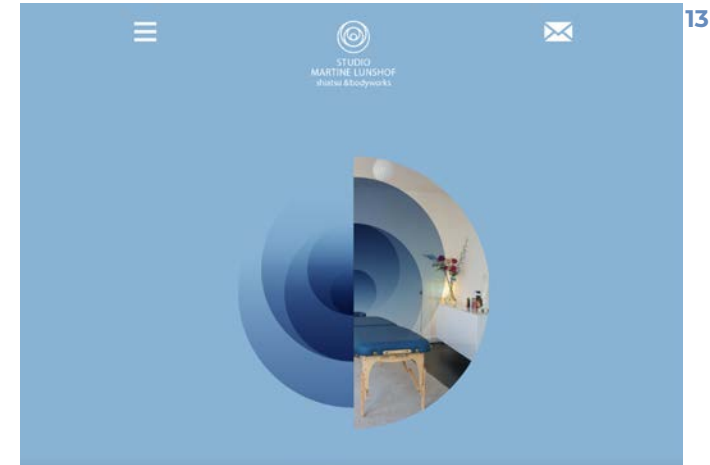
One of the best massage studio I've ever been to. Highly professional therapists and  
[Read more](#)



Gjalte Wijma  
1 month ago



Michiel is een vakman, hij weet de plekken te vinden waar de spanningen zitten, daar kom ik  
[Read more](#)



## What works well

With Body Therapy is not yet a common practice many websites feature “What is it & Who is it for” sections.

**Photos of the practitioner and their space** give a “face” and reassurance for new commers as do the inclusion of **testimonials** from past clients.

**The layout and colour palette** of a website can play a vital role in a potential client’s “first impression” of the environment and feel for the service you are providing.

## KEY TAKEAWAYS

# COMPETITOR WEBSITES

Breathe in, chill out. *Go slow, say no.* Switch off,

drift away.  *Be here. Take your time. Touch base, stay true. Come home. ♦ Be you.*

SOLSTICE is a therapeutic massage studio in Amsterdam West. We specialize in Swedish, Relaxation, Pregnancy Massage, Post-Natal Massage & Buccal Massage treatments. It is a safe and serene place for you to recharge body, mind + spirit. All treatments are done on a heated massage table with natural oils. With calm music, ambient lighting and a caring ear from your massage therapist- you will always feel completely taken care of.

## Opportunities

The tone of voice / TOV of many websites is professional to the point of impersonal. There could be an opportunity for a more **conversational / “human” tone.**



Book a free inquiry >

**A video introducing yourself** is another way in which potential clients could get to know you better and encourage them to reach out. Featuring a **“free inquiry”** booking button also helps to encourage those who are curious.

Being based in Amsterdam - is there a desire to focus on marketing to **“Expats”** since you yourself have travelled and been exposed to many cultures?





**THANK YOU**