

Case Study Maximising Marketing Opportunities

Keperra Country Golf Club

After John Senden's recent (2014) win on the PGA Tour, the Club was keen to recognise his achievement. With the Club owning a road/train-side billboard, a decision was made to create a billboard 'skin'.

When evaluating the project the following considerations were identified:-

- Timing – it was quickly established that the window of opportunity was tight. The media attention & public awareness of John's win was finite. Consequently it was imperative that the sign was approved, commissioned and installed within 10 days.
- Purpose - primary/secondary objectives were defined.
 - Primary objective: recognise John's success.
 - Secondary objectives: leverage the relationship between JS & KCGC; increase KCGC brand awareness in local market.
 - In the process of evaluating objectives, a marketing partnership opportunity was identified.
- Valspar, the USPGA tournament sponsor were identified as a "good fit" & our preferred partner.
- Valspar Australia was contacted and within 24 hours, a partnership agreement was negotiated.
- The 'skin' created was co-branded and delivered the desired marketing objectives for both organisations. The transaction also included direct financial benefits for the Club.
- The billboard image once erected was shared via Facebook and Twitter and an article also appeared within the Brisbane Courier Mail.
- It also created positive sentiment within the Club membership. Secondary images were created and used as part of an internal marketing campaign within the Club to promote membership.

