



Case Study: Cardinal Golf Club

Engage your customers with ScreenScape

Cardinal Golf Club communicates with members and visitors in high traffic areas.

Over the past 25 years, Cardinal Golf Club has earned the reputation as the most complete public golf club in the Greater Toronto Area. With the opening of RedCrest in 2009 (Cardinal's newest premium 18 hole championship course), Cardinal is now Canada's largest golf facility, with 72 holes of golf including: three 18 hole championship courses, an 18 hole executive course, large driving range, 18 hole mini-putt, C.P.G.A. staffed Golf Academy, and two unique Clubhouses.

Holly deWinter, Marketing Manager for Cardinal Golf Club, discusses how they are using ScreenScape to communicate with their members and visitors.

In what place or places are your screens?

We are currently running three screens in 3 locations. We have one in our main Pro Shop, one in our Grill and one at our RedCrest clubhouse.

We specifically chose these areas as they are high-traffic locations, where people are waiting to be served and have a minute to glance at the screen.

"We use ScreenScape as a part of our multi-media marketing plan. It helps with communications to our golfers and it helps us fill up events that we're hosting."
- Holly deWinter, Marketing Manager, Cardinal Golf Club

What kind of messaging is generally on the screens?

We mostly run our own promotions. We have a large number of in-house events and tournaments; from our annual Spring & Fall Scrambles, to Mother's Day Brunch to Ribfest - we promote them all through ScreenScape. We also promote other items of interest for our members such as our smartphone app, golf rates, etc.

We always have a sports feed running at the bottom and the weather forecast on the side, which is important for golfers to know!

What are the main benefits you are seeing from using place-based media?

We use ScreenScape as a part of our multi-media marketing plan. It helps with communications to our golfers and it helps us fill up events that we're hosting.

What do you like about ScreenScape as a technology?

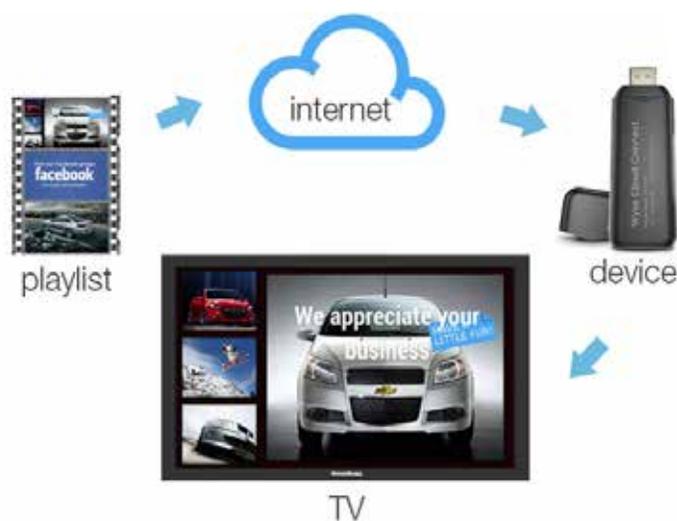
The main thing I love about ScreenScape is that it's really easy to use. It makes that part of my job stress-free and fun!

It's also an extremely affordable way to get our message out to a wide audience.

How was the experience of working with ScreenScape?

Any time I've had an issue or a question, which is not very often, someone is always there to help me.

Engage your customers with ScreenScape



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