



Case Study:

Marble Mountain Resort

Engage your customers with ScreenScape

Marble Mountain Resort embraces technology to inform customers.

Marble Mountain Resort is located on Newfoundland's west coast in the foothills of the Appalachian Mountain Range.

As Marble Mountain Resort's Marketing Communications Manager, Kristyn Titford is the contact person for all media and advertising inquiries and is responsible for their execution. She also manages all Marble Mountain Resort's social media portals and website content management.

In what place or places are your screens?

We are currently operating three screens at our resort in three of our highest traffic areas: our lift ticket counter, rental and repair shop, and in our bar. All are large spaces and get lots of exposure.

"Improved communication with our guests as well as employees is huge." - Kristyn Titford, Marketing Communications Manager, Marble Mountain Resort

What kind of messaging is generally on the screens?

The primary use of our screens is to communicate mountain, chairlift, and trail information, however we do promote upcoming events at our facility as well food and beverage specials on our screens. On the screen in our bar, we play ski and snowboard YouTube® videos all day which really creates a relaxing and cool vibe for our guests.

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

Improved communication with our guests as well as employees is huge. Our operations change so quickly and often that it can be difficult to let all those affected know as our resort covers a substantial geographic area.

Our ScreenScape displays help us create a modern and inviting vibe that keeps guests around and attracts people to hang out in our lodge.

The screens are also an easy sell for advertising. Revenue generation is always a huge plus!

What do you like about ScreenScape as a technology?

ScreenScape is extremely easy to use. The templates make it so quick and easy to create meaningful and eye catching content. It makes us, as a Resort, look like we're moving forward and giving back a lot of value to our guests.

How was the experience of working with ScreenScape?

Great! Support has been helpful and quick to respond. Everyone has been very helpful, knowledgeable, and informative. I've already recommended Screenscape to a friend!

What are your future plans for place-based media?

We plan to add more screens within a year. Also, we would like to open up our screens for more advertisements and in turn more revenue!

Engage your customers with ScreenScape



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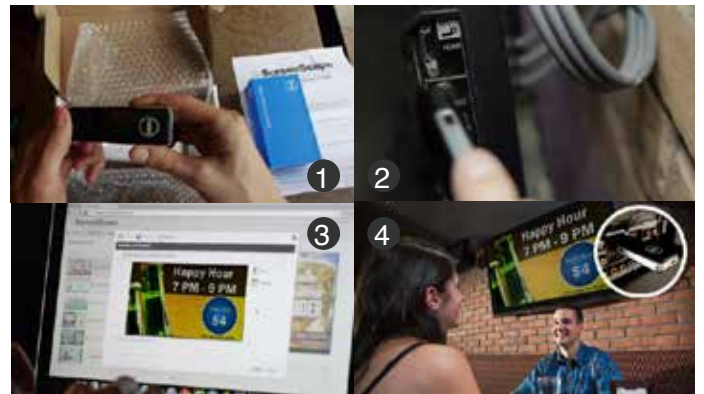
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