

# Case Study: Township of North Dumfries

Engage your customers with ScreenScape

## Township of North Dumfries connects with visitors inside the Community Centre.

The history of North Dumfries is closely tied to that of the old City of Galt, now part of the City of Cambridge, Ontario. Galt was founded on the east bank of the Grand River by Absalom Shade on behalf of William Dickson of Niagara (Dickson was originally from Dumfries in Scotland). This new Town was located in the heart of Dumfries Township in the Gore District.

Ayr Farmers Mutual Insurance Company Arena in the new state-of-the-art North Dumfries Community Complex on Greenfield Road hosts a variety of events and activities for the community.

### In what place or places are your screens?

All 3 are located at the North Dumfries Community Complex, that includes a rink, community hall, various meeting spaces and a health centre. We currently have 3 screens operational in our facility; outside our Café Area, in the entrance hallway to the change rooms and outside our information booth.

**“It is also really great to be able to have the weather and Twitter feed running continuously, without us having to manage it.” - Frank Prospero, Director of Recreation, Township of North Dumfries**

### What kind of messaging is generally on the screens?

Currently there are promotions, news, weather, studies, town meeting reminders, and recreation activities, etc. In the café area we can also promote products for sale. Messages are from the Township and are based around communicating with our visitors at the Community Centre.

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

Sales are better, communication is great, and the displays are creating areas where people gather.

### What do you like about ScreenScape as a technology?

It's very user friendly and very easy to keep updated. We change around our photos frequently to keep the screen looking fresh. It is also really great to be able to have the weather and Twitter feed running continuously, without us having to manage it.

### How was the experience of working with ScreenScape?

ScreenScape is very professional and easy to learn. This helped us get our screens up and running quickly as the content was easy to create.

### What are your future plans for place-based media?

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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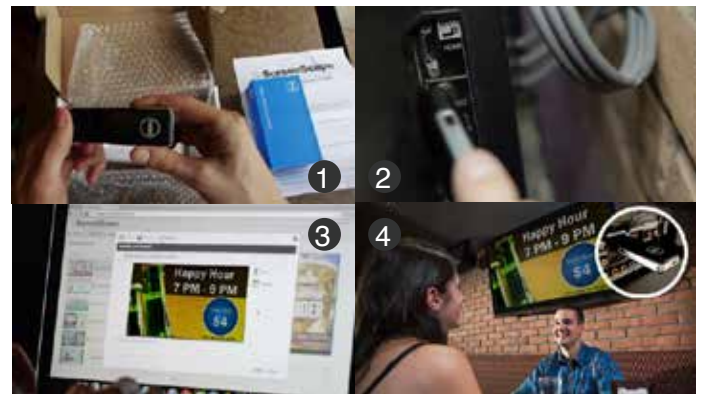
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