



# Case Study: Rodd Hotels & Resorts

Engage your customers with ScreenScape

## Atlantic hotel chain communicates with guests across 7 locations using ScreenScape.

No matter the season, Atlantic Canada holds a little something special for everyone. With 8 Rodd hotels and resorts located throughout Prince Edward Island, Nova Scotia and New Brunswick, we invite you to discover why we are the preferred place to stay in Atlantic Canada.

Whether you are traveling for business or pleasure, you'll find a hotel or resort that best fits your needs. Choose your destination and experience the best Atlantic Canada has to offer.

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

We currently have 7 screens placed in our lobbies throughout our Atlantic Canada hotels & resorts.

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

We have a variety of content on our screens including meeting room information, weather and our social media feeds but also rotate internal promotions and local activities including dining and spa specials. We also promote packages & specials at our locations in other markets.

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

It's a mix of communication with our guests and also to promote our other hotels and resorts in the chain. Several of our locations in NB are in our primary market for our Prince Edward Island resorts so we utilize these screens for promoting the resort destinations.

**“Each of our locations have the ability to manage their own screens but the greatest feature to our company is to be able to manage all screens from our head office with the group account.” - Mike Roberts, Marketing Manager, Rodd Hotels & Resorts**

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

The greatest benefit of ScreenScape is that it's easy to use and inexpensive. They are continuously working on enhancing the technology.

Each of our locations have the ability to manage their own screens but the greatest feature to our company is to be able to manage all screens from our head office with the group account. This allows us to send promotional material quickly and easily to all locations.

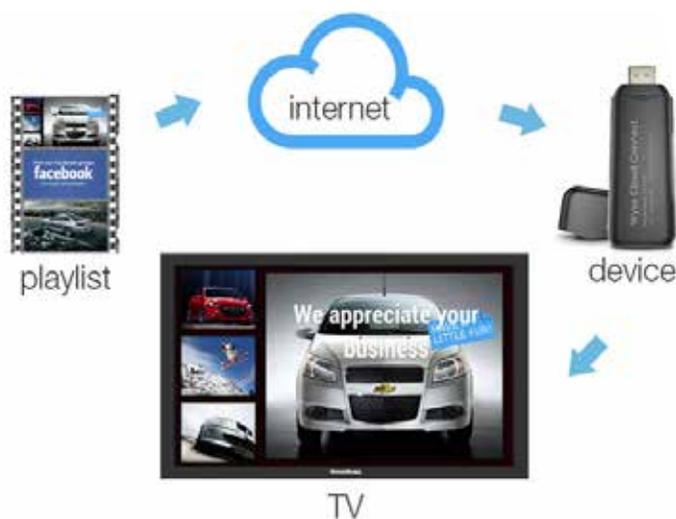
### How was the experience of working with ScreenScape?

The ScreenScape team have been great to deal with since day one. Their training and support make using the platform easy and they are always open to feedback on our enhancement requests.

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

We are currently reviewing ways we can use the ScreenScape community to expand our marketing reach outside of our own locations and how we can cross promote with our current partners using the ScreenScape technology.

# Engage your customers with ScreenScape



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ScreenScape Connect allows businesses to turn any TV into a dynamic digital sign. Connect the screen of your choice to your own account at ScreenScape.com using an Internet-connected plug & play device. Think of it as enterprise digital signage without the pain of a complex IT project.

For only \$40 / month you get:



## Connect with your Customer

Digital signage is a proven, effective way to engage customers and boost sales. Savvy marketers use it to influence buying behavior where it matters most.



1. Device arrives by mail
2. Plug the device into an HDMI port, connect to Wi-Fi
3. Create/edit content at ScreenScape.com
4. Done! Engage **your** audience.

To order visit: <http://screenscape.com/order/> or 1-877-666-1975 (option 7 for support)

## Contact Us

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Toll Free: 1 (877) 666.1975

## Resources

### Website

Visit us at <http://screenscape.com>

### Support Knowledge Base

<http://support.screenscape.com>

### YouTube Channel

<http://www.youtube.com/user/ScreenScapeNetworks>