



Nourishing IDEAS
for Growing Brands™

CASE STUDY

MT. LEBANON GOLF COURSE



CAMPAIGN DELIVERABLES >

Logo Design • Messaging • Ad Inserts • Direct Mail • Posters • Apparel • Web

SITUATION >

As the Mt. Lebanon Golf Course approached its 100 Year Anniversary there was need for celebration. However, with a lack of brand identity distinct from the township there was an opportunity to increase awareness and leverage brand equity.

SOLUTION >

In preparation for the event we pitched a range of ideas. Crafting the message “Play a Piece of History” – we played up the heritage of the golf course directly.

OUTCOME >

The event was a huge success resulting in maximum attendance and sponsorship. Today, as an outgrowth of the campaign the golf course is left with a new revenue stream in apparel sales and increased advertising dollars.