



BCG'S DESIGN ON DEMAND: OPTIMIZING BRAND MANAGEMENT

Manual, time-consuming and costly. Too often this describes a company's process for the supply and distribution of its' print and digital materials. Managing multiple brands and clients is complex and the above is often unavoidable. Billy Casper Golf (BCG) operates more than 140 courses in 29 states. Although our marketing team is centralized, our approach is unique is for each brand (course). We strive to maintain and optimize local brand identity and strategy. To do so, the individual brands require unique marketing campaigns, advertisements and collateral; all designed by our talented in house graphic design team. For some time we fell victim to highly manual, time-consuming and costly processes. But no longer.

The Challenge

The marketing landscape is evolving. With the explosive growth of digital communications, consumers are constantly interacting with brands through multiple channels. Brands must now respond by regularly refreshing their content and collateral in order to remain relevant in the consumers' competitive set. As a marketing team, we must uphold our commitment to provide our courses with high-quality effective marketing materials that are unique to each brand. How do we deliver in the face of ever-pressing demand for fresh marketing ideas and collateral?



MEET OUR MARKETING AND DESIGN BUFF, **PAIGE STINGER**

With a degree in Advertising and a background in consumer insights, Paige Stinger has developed a passion for creative strategy and an understanding of effective design across various traditional and digital outlets. Paige drives improvements in marketing and design strategy and customer engagement for Billy Casper Golf as the Marketing Associate for the Northeast Region.

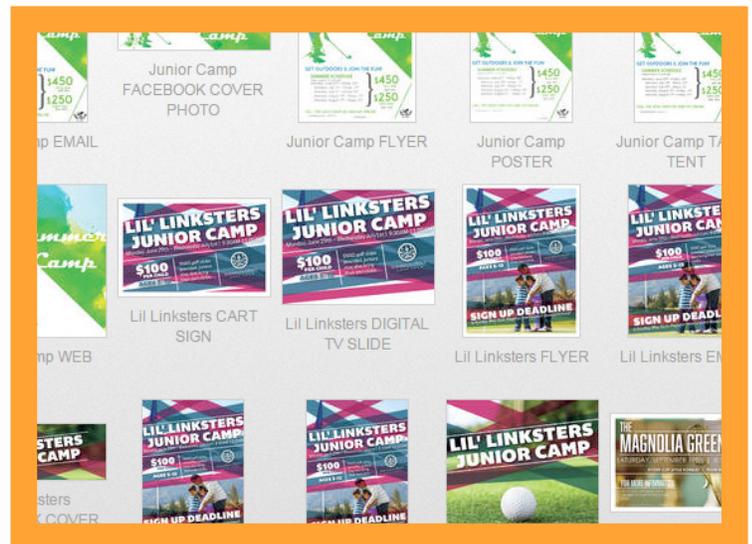


The Solution

We are industry leaders. We innovate. We automate. We create. In this case, we've created an online customization solution that gives our golf courses access to thousands of designs and marketing graphics, all tailored to fit their unique brand with our robust portfolio and the golf industry. BCG's *Design on Demand* provides powerful customization capabilities, giving courses access to an online catalog of dynamic templates.

How It Works

Design on Demand includes a catalog of digital templates that have been pre-designed by BCG's own design team. When a course needs to order printed materials or create a digital marketing piece, the user selects the desired design from the catalog, edits the document to contain the course-specific information, and submits his order for immediate approval by BCG's marketing team. Once approved by the marketing team, the course can download the collateral to be printed or uploaded for websites and social media. *Design on Demand* also keeps a history of every course's artwork for easy referral and reorders.



Why It's a Win - Seven Signs of Success

Our comprehensive solution provides several financial and operational benefits for our courses.

- **REDUCED COST:** Reduces the internal costs of processing and fulfilling requests for print and digital collateral. By leveraging our size, we are able to offer the service at a low cost to BCG courses.
- **INCREASED EFFICIENCY:** Simplifies and automates the process of creating and producing customized collateral, decreasing the time required to process and fulfill requests for maximum efficiency.



- **HIGHLY RELEVANT:** Decreased turnaround time allows courses to increase output of more relevant and effective marketing materials.
- **ENDLESS FLEXIBILITY:** Similar options for web-to-print services offer courses a library of very few templates to choose from. Our library currently consists of over 800 templates, ready to be customized! Our extensive library is tailored to the golf industry and offers all the necessary collateral sizes for courses, including cart signs, digital TV slides, digital assets pre-sized for website and social media aspects and email graphics. Our designs pertain to all aspects of a golf facility including outings, events, golf specials, weddings and more.
- **ANYWHERE ACCESS:** Design on Demand can be accessed at any time, any day, from computers and mobile devices. You can generate revenue and effective campaigns from bed!
- **HIGH QUALITY DESIGN:** Every piece of collateral available in the catalog is designed by BCG's own graphic designers, which ensures all output complies with the high quality standard of design that Billy Casper Golf requires across our portfolio.
- **MARKETING INSPIRATION:** The design library is consistently updated with fresh new designs shared across the BCG portfolio to maximize revenue strategies. It is a place for inspiration for the next marketing venture, where users can see designs and marketing ideas that were a success for other courses.

Design on Demand leaves you in control. YOU know your brand. YOU know your golfers. We help you communicate with them. *Design on Demand* simplifies the collateral delivery for our courses, giving our full service marketing team the capacity to go beyond traditional marketing strategies. Our next venture... perfect golf weather on demand! (Hey, we can dream...)

Want to try it out?

If you want to see more of our original designs or try out Design on Demand, contact us at buffacademy@billycaspergolf.com