

Case Study **Edinburgh USA Golf Course**

Right In Your Own Backyard

Brand Strategy, Positioning, Identity System, Marketing Communications Plan + Implementation

The Edinburgh USA Story

We were challenged to help define Edinburgh's position in today's golf world, develop a brand position and strategic plan that is in alignment with the **\$4.6m** renovations project and designed to attract new golfers in a shrinking market; identify compelling messages to motivate trial.

Owning World-Class Golf

We walked the City of Brooklyn Park through the brand discovery process. We held a discovery workshop to determine brand attributes and bring brand personality traits to light.



*Award-winning Edinburgh USA 18-hole golf course located in Brooklyn Park, Minnesota.
Photo credit: edinburghusa.com*

Redefining the Brand: We developed a strong positioning statement, brand promise, key messages, tagline, and brand identity system designed to set the Edinburgh USA brand apart from the competition.

Creating Trial and Loyalty: Based on qualitative and quantitative research, We developed a communications strategy, identified target audiences, and defined communications goals and objectives.

Pumping up Media Relations and Advertising: We performed a thorough communications audit, created a 12-month communications plan, made media buys, created a billboard campaign, updated and refreshed the logo, provided creative direction for advertising and made recommendations for their website redesign.

CLIENT

Edinburgh USA is a public course located, owned, and operated by the City of Brooklyn Park. It is one of only two courses in Minnesota designed by world renowned architect, Robert Trent Jones II. Edinburgh USA opened in 1987 with rave reviews and named by Golf Digest as the "2nd Best New Public course in America." In 2014, the Robert Trent Jones II design firm returned to complete a renovation that upholds Edinburgh USA's status as a world-class golf course.

DELIVERABLES

- Brand strategy: position, brand promise, + brand personality
- Marketing communications plan
- Key messages + tagline
- Logo refresh + style guide
- Billboard campaign
- Social media
- Website review / audit



LOGO REFRESH

We updated the font and added a new twist to the logo mark, giving the original identity new life. With a new on-target tagline, the refreshed logo reinforces Edinburgh USA's brand story.

Our brand style guide helps keep everyone on the same page and ensures consistency across all channels even when the city works with multiple vendors.

"MP+G Marketing Solutions and Yikes Marketing helped develop a new brand and provided marketing ideas to take the course in a new direction. They were so professional, creative, and tuned into our needs and resources. I would highly recommend them for any marketing-related services."

Jon Oyanagi | Director of Parks & Recreation
CITY OF BROOKLYN PARK

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Edinburgh USA Billboard Campaign

Game-on Results:

Improved Trial Rates: Email address captures increased **28%** to substantially improve database. Social media efforts resulted in a **1200%** increase in traffic the first year.

Improved Loyalty Rates: Re-bookings and repeat tee times showed an increase with completion of course renovations; the golf course had a **record year** in 2016.

ABOUT THE BRAND TEAM



MP+G Marketing Solutions provides cost-effective marketing solutions. Known for her creative voice and vision, **Mary Pat McNeil** helps organizations tell their unique story and engage their communities by delivering compelling brand strategy and marketing campaigns. MP+G's work has been on the receiving end of several industry awards at the state and national levels. **Call:** 612.483.2302 **Email:** mpgmarketingsolutions@gmail.com **Web:** mpgmarketingsolutions.com

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Yikes Marketing helps businesses identify marketing opportunities and develop plans to take advantage of those opportunities. Yikes' founder, **Kate Wisser** is a believer in the power of strategy. Starting with a distinct and competitive strategy will help to guide decisions about prioritizing and developing the most effective tactics. Strategic leaders create the vision for the company, share the vision and then let others carry out the tactical plan. **Call:** 651-734-5087 **Email:** yikesmarketing@comcast.net