



Entry for PRISM Awards 2019



*The Good Life.
On the Course, Off the Course.*

- Agency: LIVEWIRED Public Relations
- Category: Sports Marketing
- Client: Randpark Club

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STATEMENT OF OPPORTUNITY / PROBLEM

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Randpark Golf Club's brand imagery was jaded not having had a major tournament in 17 years, its long-term viability threatened by the negative connotation of "golf" (old, white male dominance), lack of cultural diversity, decreasing membership and golf rounds.

There was a **requirement to rebrand** - rolled out over a **three-year period** and based on the following **key factors**:

- **Omit the word "golf"** from the title.
- Secure the **Joburg Open 2018**.
- **Target** younger, culturally diverse, family and lifestyle-orientated audiences.
- Communicate the **Club's expanded offerings**, other than golf.



Researched membership, image and greens

Member questionnaires indicated that:

- **Membership** and **golf rounds declined** by **22%**
- **80% of members** are **aged 40** and above
- Identified **13 different membership categories**.
- **Social media** was **not used to communicate** with members.
- **No audio-visual media** existed.
- **Newsletter format** was **rudimentary**.
- **Difficulty keeping greens in top condition** under financial and environmental pressure.

Researched millennials, young families and women

- A series of **millennial think-tanks conducted by LIVEWIRED** which correlated with the findings of the [Club Managers Association of America](#) which indicated that this **target market demands flexibility**.
- **Conducted a series of ladies' think-tanks**.

Key insights from research

Millennials and young families:

- Randpark had to **change the price perception, ambience, imagery and offering** of the club.
- **Change the purpose** of the club **without losing golf membership.**
- **Anchor the purpose** of the club in **Golf, Image and Greens.**
- **Broaden its lifestyle offering** to the community.

Women:

- **Women felt neglected** and **overlooked.**
- **Their importance** was felt to be **disregarded** by **management** and **committees.**

Objectives

- Enhance new brand position.
- Communicate Club's expanded offerings, other than golf.
- Increase membership.
- Secure a major tournament.
- Conduct Sales and Representation Calls.

- Expand our offering in Integrated Marketing Communications.
 - Sub-objective: Expand communication channels to social and digital media platforms.
 - Sub-objective: Refine communications to specific persona and geographical regions, with emphasis on lifestyle.

- Place a dedicated person internally to co-ordinate all aspects of communication.
- Implement a Facebook communications strategy and introduce paid promotions on Facebook.
- Increase Facebook likes by 500 – 1000
- Twitter, Instagram and YouTube used in conjunction with Facebook as primary social media platform.
- Implement staff training and development.
- Implement a service touchpad questionnaire for qualitative and quantitative measurement.

Target Audience

- LSM 6-10, specifically millennials, young families and women.
- Corporate Membership.

Sales and Representation Calls

- Travel Agents, NGO's, Government, Corporates, MICE Market and Societies.

Management Consultation

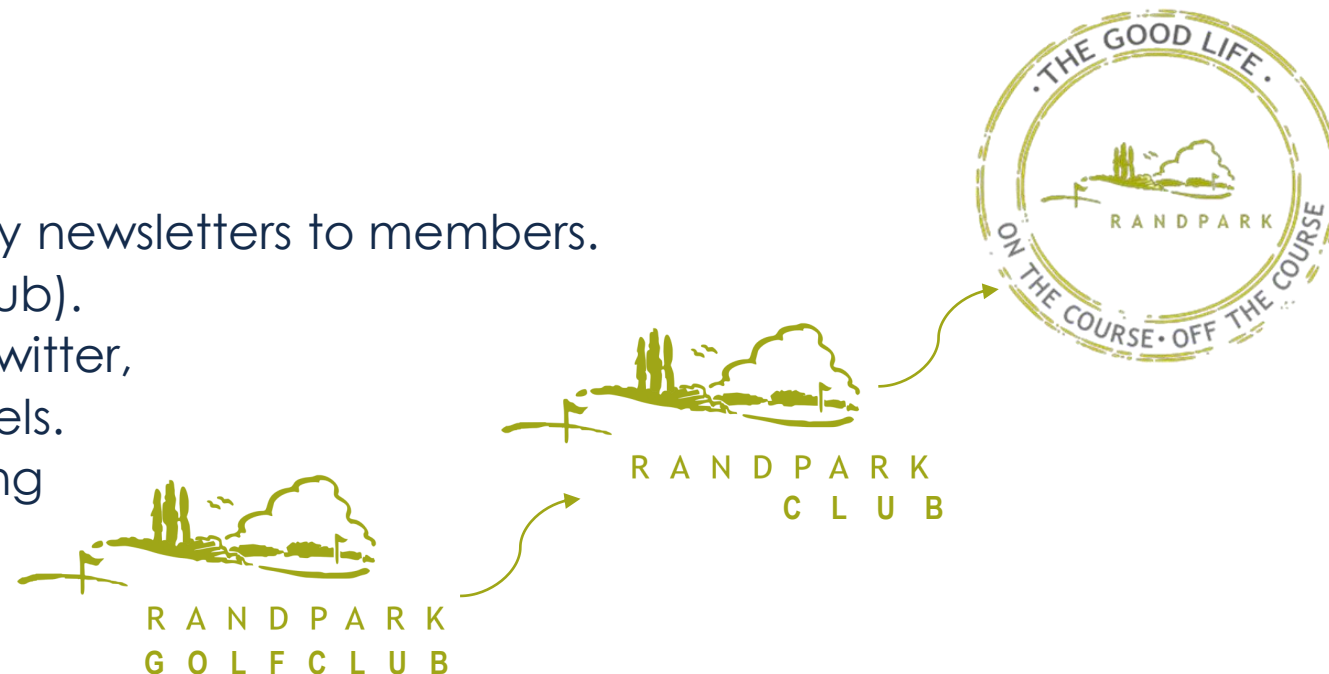
- **Consult Randpark management** on the business and communications strategy, specific and measurable departmental goals, message development and campaign execution.
- Hold **weekly operational feedback sessions**.

Message Formulation

- Enhance messaging of a family & lifestyle experience: **“The Good life, On the Course, Off the Course.”**
- Randpark is the **“green lung”** of Johannesburg.
- Creek 9 Course: **“Fun and family-friendly 9-hole mashie, par 3 golf course.”**
- **“Home of the SA Open.”** – added in October 2018

Message Vehicles

- **Classical PR** – Press Releases and three weekly newsletters to members.
- **Media** – Magazines (Advertising Randpark Club).
- **Social Media** – Facebook as main platform. Twitter, Instagram and YouTube as supportive channels.
- **Digital Media** – Inhouse audio-visual messaging for both members and guests.



**JOIN as a member
between
6 & 9 DECEMBER
and only
PAY IN APRIL**



**Age Categories
31 - 40+**

**INCLUDES:
3 Nights at
The Fairway Hotel & Spa
Spousal Membership**



**Age Categories
Under 30**

**INCLUDES:
Unlimited Golf**

**There is no better place to
have a game of golf than at the Home of the
prestigious SA Open**

www.randpark.co.za

EXECUTION

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Family & Lifestyle Experience

- Held weekly departmental meetings.
- Implemented a CRM system and Pipedrive for prospective and potential members.
- Employed external representation staff to canvass the corporate and MICE sectors.
- Initiated service touchpad questionnaires.

Messaging

- **Enhance messaging** of a **family and lifestyle experience:**
"The Good Life, On the Course, Off the Course."

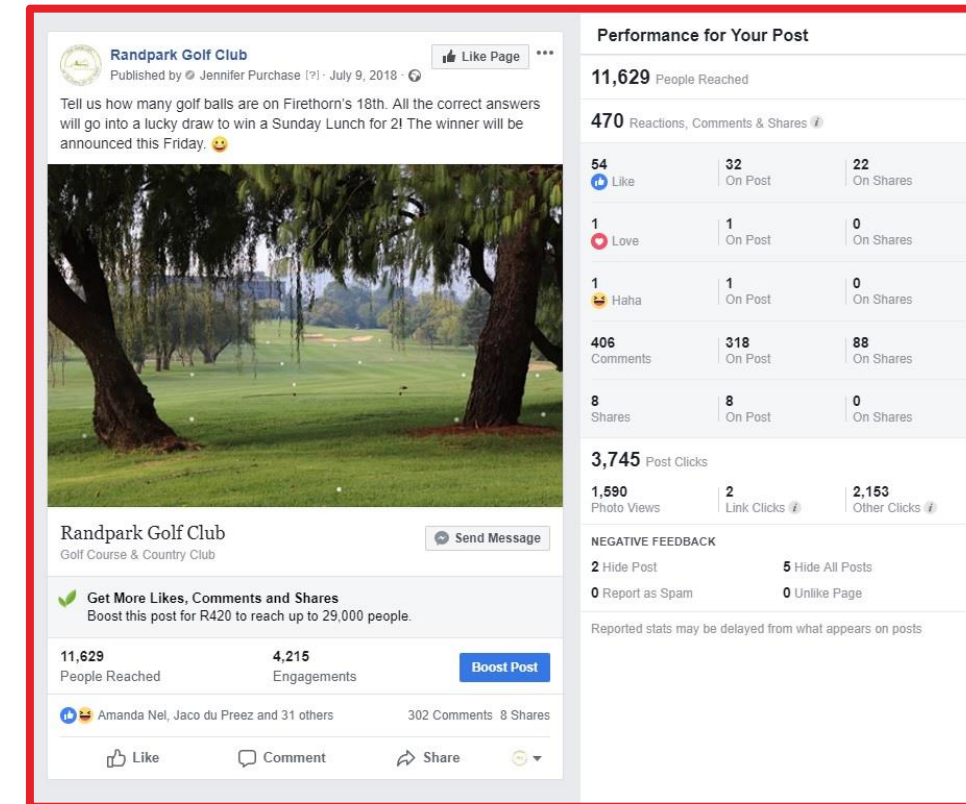
Communication and Marketing

- Focused on **Club's lifestyle offerings**, targeting millennials, young families and women:
 - Conferencing Facilities, Health and Wellness Centre, Tennis, 24Fit, Running Track, Golf Shop, Driving Range, Customized Golf Fitment Centre, Two Kids Play Areas with Child Minders, Increased Entertainment and 9-hole par 3 Golf Course.
- **Disseminate Press Releases** and three weekly newsletters to members.
- Generate **media coverage**: Magazines



Digital and social media

- **Implemented extensive Digital Marketing campaigns** (Social Media and / or AdWords), based on Keyword and Long Tail Keyword Research, Geo-Location, Age / Gender specifics and User Interests and Hobbies.
- **Set up Dedicated Landing Pages** – encompassing all functions such as Live Chat, Contact Forms and Click to Call for each campaign, with a clear list of USPs to ensure an easy user experience.
- **Extrapolate user analytics** to define user behavior and trends and effectively adapt forthcoming campaigns.
- **Audio visual updates** throughout the week:
 - Inhouse audio-visual messaging for both members and guests.
 - **Adjusted to showcase the SA Open as of October 2018.**





SA OPEN

HOSTED BY THE

CITY OF JOBURG

6 - 9 December 2018



RAN DPARK

IN CELEBRATION OF RANDPARK HOSTING THE 108th SA OPEN, WE ARE OFFERING A FANTASTIC RANGE OF MEMBERSHIP OPTIONS FOR THE ENTIRE FAMILY.

ONLY ON OFFER FOR THE MONTH OF DECEMBER.

Call 011 215 8600 or sales@randpark.co.za and let Patricia structure a great membership opportunity for you.

T's & C's apply

EXECUTION

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Secure a major tournament

- Secured **Joburg Open 2018**.
- **As a direct result** of the Joburg open, Randpark was selected as the home of the **SA Open**.

Instigating Think Tank results

- Appeal to a **younger, family-orientated and specifically female audience** through extensive social and digital media campaigns as well as offering structured fees and membership packages.

Sales and Representation

- Direct telephone calls and personal meetings with Travel Agents, NGO's, Government, Corporates, MICE Market and Societies.



CLUB COMMUNICATION

Happy Birthday from Randpark Club! Please don't forget to collect your golf or Sunday lunch voucher from Reception. [Click here](#) to see who's having a birthday this month.

Congratulations to Uli Lubeck for winning the **R 300 till slip draw** on Friday evening. Unfortunately, Johannes Posthumus last out on the **Captain's Draw**.

Ladies Clark Cup (Medal Finals)

A fantastic motivating event held by the ladies section that encourages Medal golf throughout the year. In order to qualify for this Final event, one has to win or place 2nd in either the Silver or Bronze (Medal Competitions) division in any of the events the previous year. So, well done to all the ladies who qualified for the finals that were played this past weekend, but there can unfortunately only be one winner ... Congratulations to Alice Taylor for winning the Silver Division (Nett 70) and Joanne McCowan for winning the Bronze Division (Nett 73).



Lesley Richard, Alice Taylor, Joanne McCowan & Kevin du Preez

2019 Club Championship Entries

Our entries for this year's Championship have been closed for the past week, but we are still receiving entries. Please note that these entries go on a waiting list and will only be accommodated once everyone else has been accommodated who were eligible to participate.

OBJECTIVES MET

- **Continually enhanced** new brand position.
- **Membership.**
 - **22%** growth
 - **Creek9 participation increased: 20%**
- **IMC**
 - Three weekly newsletters
 - Informational [videos](#)
- **Appointed a dedicated internal communications coordinator.**
- **Increased Facebook likes with 904:** Jan 2019.
- **Staff training.**
LIVEWIRED instituted LMS.

OBJECTIVES VASTLY EXCEEDED

- **Communicate expanded offerings.**
 - **Conferencing booked first time ever** in January/February 2019!
 - Employed full-time MICE-manager.
- **Host a major tournament.**
 - **Hosted Joburg**, -and **SA Open**.
- **2000 external representation calls!**
- **Service touchpad questionnaire.**
 - **85%** good service, food quality respondents
 - **50%** members, **50%** guests' respondents



SA OPEN

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OBJECTIVES VASTLY EXCEEDED

Facebook statistics organic. December 2018 (SA Open)

- **58** posts
- **4 464** Page Likes
- **82 104** engagements
- **84 371** total page reach
- **8 320** video views
- **3 965 minutes viewing time** = approx. **66hrs!**

YouTube

- Watch Time: **600 minutes**

For brand positioning, AVE cannot be disregarded. **R60 790 406.00**