

Case Study

Golf Club Branding

June 2017



Introduction

Does your club have a recognised brand? Is it intentional or a result of the preconceived perceptions of your marketplace? Some of our brand perceptions can be seen as damaging – clique – unfriendly – hard to play – time

consuming etc. What are we doing to alter our individual club brands? Is our existing brand still relative to the market or are we still stuck in the past?

Golf Club Branding

Why do we need a brand? In today's fast paced society we are bombarded by information from a wide variety of channels to the point of switching off. A brand offers a clear consistent message that over time becomes imbedded in our sub conscious and relates directly to our target market. A brand has a persona and in some respects can be seen as a person, it has a mind and a heart.

To start the brand process off it helps to know the answers to the following 5 questions, remember you are not alone in this process with the NZ Golf Community Golf team here to support and help you through this process. Contact details at the bottom of the page.

Where do we want to be?

This requires a clear direction of your vision for the future, where do you want to be in 5 years' time? It must be clearly articulated. It is important that your revenue streams are outlined and your incomes from each area identified. Your membership targets need to be clearly identified.

Importantly these should not be unrealistic and should take into account your current and future market and geographic influences.

Be objective in your thinking. "I think" is not what is required in this phase of the branding, what is more relevant is what does our customer think. What motivates your customers? Your club management and members have a large amount of information already available to them in regards to understanding your customer's wants and needs, you know the "person" you need to be.

What do you need to say?

This is seen as the "mind" of the brand, this is where you need to identify your market to understand what you need to say. Do you know your golfing demographic? Where do they come from? Do they live close to your club or do they travel past other clubs to get to you? What is your point of difference to other clubs? Remember it is very difficult to be all things to all people so you need to understand your current and future markets.

How should you say it?

This is the "heart" of the brand, if you relate this to a person it is the how are you dressed, how do you speak and relate to others. Take an audit of your clubs existing personality how does it speak to

your market. If your club was a person what would it look and behave like? Is it a nice person? Do you use excess golf terminology and if so is this easily understood by all? Everyone is responsible for your brand and it should be clearly communicated to all those involved in your club. Your employees and members need to understand your brand so their behaviours are aligned. The brand is ultimately your culture and your culture the brand.

How do you do what you say?

A well-recognised marketing tool is the 5P's - Price, Product, Promotion, Place and People. Utilise the 5 headings to identify how you deliver your brand to the market.

- **PRICE** - Understand your markets price points.
- **PRODUCT** - Do your products offer what your market is after?
- **PROMOTION** - How do you deliver what you have to offer to your market?
- **PLACE** - Does your place of business live up to the brand?
- **PEOPLE** - Do your people live and breathe your brand?

Through this process you need to constantly refer to your alignment with the brand. Does what we are offering relate to our brand?

When should you say it?

This is a crucial phase of the branding process it is imperative that your brand communication is well planned and with relevant timings. A communication plan should be implemented and all facets of your communication aligned to your brand.

Be Boring – remember you will get tired of your branding and your message before the market does, so keep up the consistency in your branding. Don't try and change it constantly or it will get lost in the clutter.

Conclusion

At the beginning we mentioned 5 questions to understand to assist with your branding, as you will have noticed each question asks questions. Please don't let this be a hurdle to starting the process. Even by simply thinking about your brand and making some small changes you can make progress in how you deliver what you offer.

These case studies are aimed to assist clubs at all levels and your Community Golf team are available to help all with advice, support and leadership.

If you wish to work on your branding please contact New Zealand Golf at 09 485 3230 to identify your regional contact. We look forward to meeting you.

