



QUEBECOR
Media



Case Study: Wednesday July 13th 2011

QMiSALES

Golf Town Background

In spring 2010, Golf Town was looking to reach Quebec consumers and position themselves as the ultimate golf expert in the Quebec market.

Objectives:

- Build awareness and engagement – break through and impact
 - Be compelling and relevant for the Quebec market

Target:

- Primary: M35-65
- Secondary: A25-54

Period:

- April to June 2011

Market:

- Quebec

Golf Town Business Case

The Idea:

- Reach Quebec consumers by positioning themselves as the #1 Golf expert

How it started:

- QMi was briefed on the Quebec strategy prior to 2011 planning

How it unfolded:

- QMi went back to the client and agency with unique & impactful concepts to help Golf Town make a connection with Quebec consumers

The Approach:

- Leverage QMi platforms in the Quebec market to make an impact

Golf Town & QMi Sales: Partnership

Creation of a special information series "Golf Town Academy" providing golf tips and advice to Quebecers

- Golf Town Academy was broadcasted during Quebec's most popular morning show; Salut Bonjour!
- Daniel Melançon, a well known personality in the Quebec market visited a Golf Town store over a number of weeks to interview the Golf Town Class-A CPGA professional, Jean Beaudry

From these interview, we developed :

- 7 weekly segment of 2-min in Salut Bonjour! week-end (Saturday) including a 10 sec billboard
- 60-sec vignettes recap of the weekly segments broadcasted on TVA 22h
- 15-sec self-promo campaign on Salut Bonjour!
- A branded select button appeared during the weekly segments in Salut Bonjour! week-end offering a free golf lesson at Golf Town
- During the first 3 weeks, Illico button generated 1283 entries.
- A dedicated microsite was created for Golf Town Academy which showcased the TV segments, Web exclusive segments and Facebook and Twitter applications
- In 7 Jours Magazine; a series of 7 chronicles providing golf tips and advices ran for 7 consecutive weeks
- In Le Journal de Montreal, Le Journal de Quebec and 24 heures Montreal newspapers ran 4 chronicles providing golf tips and advices

Golf Town & QMi Sales: Partnership

Creative: TV & On-line Creative



Golf Town Video

QUEBECOR
Media

The logo for QMI SALES features the text "QMI SALES" in a bold, black, sans-serif font. Above the text is a blue arc that starts under the "Q" and ends under the "S".

QMI SALES