

## GOOSE GULLY GOLF GREENS

### Brief

The business had been open for over 20 years and the client had owned it for the past three years. The client had spent a lot of time and money improving the course hoping that “If you build it, they will come”. When business was not increasing greatly, they thought that it would be worth trying radio. The initial brief from the client was fairly minimal. They supplied the factual information and asked for something “fun” which would catch people’s attention and raise the profile of the golf course.

### Campaign Objectives

- Raise awareness to people new to the area
- Increase the number of casual players
- Increase bookings for functions
- Get information out to people of all ages.

### Insights and Solution

The concept for the ad was born from the word “fun”. The ads list things that take the fun out of life and are replaced with something that is fun...Golf!

### Results

The ad has been running for nearly 12 months now and the client is still surprised how many new faces turn up each week. It is now to a point where the ads have had to be modified as the client is booked up for functions beyond their current capabilities.

The client has advised that many of the new customers have made comment that they have always lived or visited the area but never knew that the course was there until they heard the campaign. As a result of the advertising they are booked out for functions and they are seeing new golfers at the course every week. Goose Gully Golf has signed up for a further 12 months.



**Station**  
TR FM

**Campaign type**  
Branding

**Promotion timeframe**  
12 months

**Target market**  
25-39 years, 40-54 years,  
55-64 years, 65+ years

“We feel that the commercial has made a big difference with quite a lot of people that we’ve not seen before, coming out and having a hit and more importantly coming back and bringing friends.”

Owner Manager, Goose Gully Golf