



Brand Strategy

PUTTSHACK

Michael J. Smith

Full Sail

Digital Storytelling & Branding

May 05, 2024

Abstract

Puttshack, a rising star in the entertainment industry, has disrupted the traditional mini golf scene. With its innovative blend of technology, upscale ambiance, and memorable experiences, Puttshack invites players to step into a world where golf balls track their own scores, neon lights set the stage, and laughter echoes through each hole. In this article, we explore how Puttshack's brand strategy, unique differentiators, and market positioning have made it a go-to destination for those seeking more than just a game of mini golf.

BRAND STRATEGY FOR PUTTSHACK

Introduction

“Fore!” The familiar cry rings out, but this isn’t your typical golf course. Welcome to Puttshack, where mini golf meets modernity. Gone are the days of paper scorecards and windmill obstacles. Puttshack has reimagined the game, infusing it with tech-savvy flair and a dash of magic.

Picture this: neon-lit courses that beckon players into a world of playful challenges. Here, golf balls track their own scores, and each hole surprises with unexpected twists. But Puttshack isn’t just about golf; it’s about creating memories. As the sun sets, players step off the course and into a mixologist-obsessed bar, where globally inspired flavors blend with handcrafted drinks.

In this article, we delve into the heart of Puttshack’s brand strategy, explore what sets it apart from the competition, and reveal how it has become the ultimate destination for those seeking an elevated mini golf adventure.

Brand Name Analysis: Puttshack

Puttshack’s name boasts several strengths that contribute to its overall brand identity. First, it is **memorable**—short, easy to pronounce, and likely to stick in the mind. When

customers think of mini golf, they'll recall the playful vibe associated with the name. Second, the name is **descriptive**. "Puttshack" directly conveys the core activity: putt-putt golf. It sets expectations for a casual, fun-filled experience. Lastly, the combination of "putt" and "shack" suggests a laid-back, enjoyable outing, appealing to a wide audience, including families, friends, and corporate groups. Importantly, the name is unique and unlikely to be confused with other brands. Therefore, my recommendation is to keep the name "Puttshack" unless further research reveals significant drawbacks. It's essential to consider trademark availability and domain availability for long-term viability. Additionally, the guest speaker session on **How to Create Brand Names That Stick** can provide valuable insights.

Brand Identity

The Puttshack logo is a vibrant representation of the brand's identity, encapsulating its modern and playful essence. The logo features a stylized, sans-serif typeface that conveys a sense of fun and accessibility, aligning with the brand's mission to reinvent mini golf with a tech-infused twist. The color palette is bold and energetic, often using a bright green that mirrors the green of a golf course, which is both eye-catching and symbolic of the fresh, innovative experience Puttshack offers.

The shape of the logo is simple yet memorable, with a clear, rounded typography that ensures legibility across various mediums, from online platforms to physical signage. This simplicity in design makes it versatile for use in different contexts

without losing its impact. The tagline, when used, complements the logo by reinforcing the brand's commitment to providing a unique entertainment experience, inviting customers to 'tee up' in a space where technology meets tradition.

The effective use of these elements in the Puttshack logo supports the brand by being instantly recognizable and reflecting the company's core values of fun, innovation, and inclusivity. It's a logo that promises an experience beyond the ordinary—a place where you can enjoy the time-honored game of mini golf enhanced by the latest technology. The unique style of the logo, with its dynamic color and modern typeface, positions Puttshack as a leader in entertainment venues, appealing to a wide audience looking for a novel social outing.

Puttshack's branding strategy extends beyond its dynamic logo, embracing a range of elements that highlight its innovative approach to mini golf. The brand has introduced a character named Ace Puttman, a quirky ambassador who embodies the fun and technologically advanced nature of Puttshack. This character leads an omnichannel marketing campaign, including a six-part video series that educates and entertains viewers about the brand's unique offerings.

Moreover, Puttshack leverages its patented Trackaball™ technology, which is central to its brand identity, emphasizing the tech-forward aspect of the experience. This technology allows for a seamless game without the need for pencils or scorecards, enhancing the modern feel of the brand. The company also hosts events like the

Supertube Sweepstakes, engaging customers through interactive experiences that align with the brand's focus on technology and fun.

The brand's color scheme, which features prominently in its logo, is carried through its marketing materials and physical venues, creating a cohesive visual identity. This consistency ensures that the brand is easily recognizable and associated with a high-energy, contemporary mini golf experience. The use of these branding elements across various platforms, from social media to in-venue displays, solidifies Puttshack's position as a leader in entertainment venues, offering a unique blend of tradition and technology. These strategic branding components work together to create a distinctive and memorable brand experience for all Puttshack visitors.



Business Card

Puttshack's business card is a masterclass in branding, encapsulating the essence of the company's identity with every element. The gradient of purple to dark blue is not just a treat for the eyes but a strategic choice that

communicates creativity and trustworthiness. Bold typography ensures the company name stands out, while the playful font reflects the fun and modernity of mini golf.

The logo, a subtle golf ball icon, is a clever touch that reinforces the brand's connection to the sport, and the circular motif throughout the card symbolizes unity and wholeness.

On the other side, the tagline "Upscale, Tech-Infused Mini Golf Experience" concisely highlights Puttshack's unique offerings, from the high-end atmosphere to the innovative technology that enhances the game. Imagery of a mini-golf scene filled with neon lights and excitement invites the cardholder to step into Puttshack's world, while the clean layout of the contact information ensures that the card is as functional as it is visually stunning. This business card does more than just provide details; it is an invitation to a premium, innovative mini golf experience.

Tagline

The exploration of Puttshack's tagline is a brilliant exercise in branding and marketing strategy. The original tagline, "Upscale, Tech-Infused Mini Golf Experience," does an excellent job of encapsulating the essence of Puttshack's offering. It speaks to a sophisticated audience looking for more than just a game—it is an experience. The analysis points out the strengths in alignment with brand components, memorability, and differentiation, which are crucial for standing out in a competitive market. The suggestion to modify the tagline to "Elevated Mini Golf Adventures" is a thoughtful evolution, maintaining the brand's upscale image while adding an element of excitement and exploration. This new tagline could potentially attract a broader audience, promising not just a game of mini golf but a whole adventure, making it an even more compelling choice for those seeking a unique and memorable outing. The

strategic consideration given to each word in the tagline demonstrates a deep understanding of Puttshack's brand values and the experience it aims to deliver.

Brand Archetype

Puttshack embodies the “**Jester**” archetype. Here is why:

Jester Archetype:

- The Jester is playful, fun-loving, and seeks to entertain.
- They thrive on humor, spontaneity, and creating memorable experiences.
- Jesters break conventions and encourage laughter.
- Puttshack’s mini golf experience, mixologist-obsessed bar, and tech-infused gameplay align with this archetype. It is all about fun, entertainment, and breaking away from the ordinary.

Puttshack's adoption of the Jester archetype is a brilliant move in the realm of brand identity. This archetype, known for its playful spirit and desire to bring joy, perfectly complements the essence of Puttshack's mini-golf experience. By embracing this persona, Puttshack is not just a place to play mini golf; it becomes a haven for those seeking an escape from the mundane, a space where laughter and joy are par for the course. The Jester's inclination towards humor and spontaneity is mirrored in Puttshack's innovative approach to mini golf, where technology meets entertainment, creating an experience that is not just a game, but a story worth sharing. This

alignment with the Jester archetype promises customers not just a service, but an experience that is memorable, shareable, and above all, fun. It is a strategic branding choice that sets Puttshack apart, making it not just a destination, but a journey filled with laughter and delight.

The Jester archetype is a popular branding strategy that infuses humor and playfulness into a company's identity. Brands like M&M's, Doritos, and Geico have embraced this archetype, using wit and comedy to create memorable campaigns that resonate with audiences. They stand out by not taking themselves too seriously and by bringing a sense of joy and light-heartedness to their customers, making every interaction with them an enjoyable experience. These brands remind us that at the heart of the Jester archetype is the power to spread happiness and laughter.

Mission Statement

"At Puttshack, we are on a mission to redefine mini golf. Our upscale, tech-infused courses bring people together for unforgettable moments. We blend modern technology, globally inspired food, and handcrafted drinks to create a cool vibe you will not find elsewhere."

Brand story

Puttshack's story begins with a simple idea: to elevate the classic game of mini golf into a shared experience that transcends age, background, and interests, creating a vibrant third place between work and home. It is a place where technology meets tradition, where every swing brings a smile, and where the joy of competition sparks connections. At Puttshack, we believe in the power of play to bring people together. Whether you are a foodie savoring our globally inspired dishes, a gamer thriving on our state-of-the-art courses, or a music lover dancing the night away, there is a spot for you here. Our patented Trackaball technology ensures that every player, regardless of skill level, can enjoy the game and feel the thrill of victory.

The emotional connection with our customers is woven into the very fabric of our brand. It is in the laughter that fills the room, the high-fives exchanged over a hole-in-one, and the memories made while navigating our courses. We are not just a mini golf course; we are a destination for celebration, camaraderie, and casual competition. Puttshack is where stories are created, where first dates turn into anniversaries, and where colleagues become friends. It is the place you look forward to visiting, where you can unwind, celebrate, and simply enjoy the company of others. This is the essence of Puttshack – a place that captures the heart by making every visit an experience to remember.

Promotion Plan

Puttshack's initial promotion plan focuses on:

1. **Local Awareness:**

- **Social media:** Engage with local communities through Instagram, Facebook, and Twitter. Share fun moments, behind-the-scenes glimpses, and user-generated content.
- **Local Events:** Sponsor or host mini golf tournaments, themed nights, and charity events. Collaborate with influencers and local businesses.

2. **Partnerships:**

- **Hotels and Tourist Attractions:** Partner with nearby hotels and tourist spots. Offer package deals for visitors.
- **Corporate Events:** Target team-building events, corporate outings, and conferences. Highlight Puttshack as a unique venue.

3. **Digital Marketing:**

- **Geo-Targeted Ads:** Run online ads targeting local audiences. Highlight promotions, special events, and discounts.
- **Email Campaigns:** Regularly update subscribers about new courses, menu items, and exclusive offers.

4. **In-Venue Promotions:**

- **Loyalty Program:** Launch a loyalty program (Puttshack Perks) to reward repeat customers.

- **Happy Hours:** Promote happy hours, flatbread specials, and discounted mini golf during off-peak hours.

5. **Community Engagement:**

- **Local Influencers:** Collaborate with local influencers to create buzz.
- **Schools and Families:** Offer group discounts for school outings and family gatherings.

Puttshack's promotion plan is a dynamic blueprint for building brand awareness and creating a lasting impression in the community. The strategy smartly integrates digital and physical marketing channels to maximize reach and engagement. Social media campaigns will leverage the power of visual storytelling and user interaction to foster a sense of community. Local events and partnerships with hotels and tourist attractions will not only drive immediate foot traffic but also establish Puttshack as a must-visit destination.

Digital marketing efforts, including geo-targeted ads and email campaigns, will ensure that Puttshack stays top-of-mind for potential visitors. The introduction of a loyalty program and in-venue promotions like happy hours are excellent tactics for encouraging repeat visits and enhancing customer loyalty. Lastly, community engagement through collaborations with local influencers and special offers for schools and families will solidify Puttshack's reputation as a community-centric brand that values creating memorable experiences. This comprehensive approach is

designed to resonate with a wide audience, ensuring that Puttshack is not just seen as a place to play mini golf but as a venue where fun memories are made.

Target Market

Puttshack's main target audience comprises both demographics and psychographics:

6. Demographics:

- **Age:** Primarily young adults (ages 21–35) seeking social experiences.
- **Location:** Urban areas with high foot traffic and entertainment hubs.
- **Income:** Middle to upper-middle income.
- **Education:** Varied, but often college educated.
- **Occupation:** Professionals, students, and tourists.

7. Psychographics:

- **Values and Interests:**
 - Fun-loving: People who enjoy leisure activities and socializing.
 - Tech-savvy: Individuals comfortable with modern technology.
 - Adventurous: Those seeking unique experiences beyond traditional mini golf.
- **Lifestyle:**
 - Social butterflies: People who thrive in group settings.
 - Foodies and cocktail enthusiasts: Interested in diverse culinary experiences.

- Experience seekers: Value memorable moments over material possessions.

Puttshack appeals to a wide range of people, young adults in cities who like to have fun and try new things. They are often working professionals or students who enjoy spending time with friends, using the latest tech, and having unique experiences. This group is drawn to Puttshack because it offers more than just mini golf; it is a place where they can eat, play, and make lasting memories.

Product Description

Puttshack offers an **upscale, tech-infused mini golf experience** that stands out in the entertainment industry:

8. **Upscale Mini Golf:**

- Puttshack redefines mini golf by combining innovative technology with creative course design.
- Patented **Trackaball™ technology** replaces traditional scorecards, enhancing gameplay.

9. **Food and Beverage Services:**

- Pre-game or post-game, Puttshack caters to all tastes:
 - **Vegans** to omnivores.
 - **Cocktail connoisseurs** to casual drinkers.
- The menu complements the vibrant environment.

10. **Vibe and Atmosphere:**

- Puttshack is all about the **vibe**:
 - Dimmed lights, upbeat tunes, and a lively ambiance.
 - It is not just golf; it is an **experience**.

Puttshack elevates the classic mini golf outing into a dynamic social event with its innovative Trackaball™ technology and imaginative course designs. Whether you are a vegan or an omnivore, a cocktail aficionado or someone who enjoys a casual drink, the diverse menu caters to every palate. The ambiance is carefully curated to create an immersive experience, complete with mood lighting and energetic music, making every visit to Puttshack not just a game, but a memorable occasion.

Competitive Differentiators

Puttshack sets itself apart from the competition through several key differentiators:

11. **Tech-Infused Gameplay:**

- **Challenge Hole**: Puttshack introduces competitive mini-games within dedicated suites, seamlessly integrating optical sensors and digital scoring systems¹.
- **Trackaball™ Technology**: Patented system for tracking scores, enhancing user engagement.

12. **Unique Course Design:**

- Custom-themed holes with unexpected twists.

- Each course offers a fresh experience, appealing to repeat visitors.

13. **Food and Beverage Excellence:**

- Puttshack's diverse menu caters to various dietary preferences.
- Mixologist-obsessed bar elevates the experience beyond typical mini golf venues.

14. **Memorable Moments:**

- Puttshack focuses on creating memories:
 - Social interactions, laughter, and shared experiences.
 - It is not just about golf; it is about the **good times**.

15. **Brand Personality:**

- **Jester Archetype:** Playful, fun-loving, and unconventional.
- Puttshack encourages laughter, spontaneity, and breaking away from the ordinary.

16. **Dominating the Category:**

- Puttshack continues to expand to new locations, increasing brand visibility.
- Strategic partnerships with hotels, tourist attractions, and corporate events drive growth.

In summary, Puttshack's blend of technology, unique experiences, and vibrant atmosphere positions it as the go-to destination for mini golf enthusiasts seeking more than just a game.

References

Puttshack. (n.d.). Our Story. Retrieved from Puttshack website

Inspiring Workspaces by BOS. (n.d.). Puttshack_Logo. Retrieved from BOS website

Puttshack. (n.d.). Upscale, Tech-Infused Mini Golf Experience. Retrieved from Puttshack website

Bing. (n.d.). Puttshack logo and tagline. Retrieved from Bing search results

Puttshack - Atlanta. (n.d.). Retrieved from Puttshack website

BOS. (n.d.). [Image with undefined description]. Retrieved from BOS website

Kingsley, M. (n.d.). 07 The Big Five. In Universal Principles of Branding [Book]. Retrieved from O'Reilly

Soechtig, S. G. (n.d.). CHAPTER 3: Focusing on the Modern Consumer. In Make Your Brand Matter [Book]. Retrieved from O'Reilly

