



Osceola Heritage Park
Central Florida's Event Complex

Progressive Events - Progressive Thinking - That's Entertainment

Case Study



Progressive theater, concerts, sports, conferences, fairs and thinking. The people of Osceola Heritage Park have got it, and they build their business on it.

Osceola Heritage Park is central Florida's one-of-a-kind entertainment complex. With five venues on 150 acres, it accommodates industry expos, theatrics, competitions, concerts, outdoor events, and outstanding catering. Getting the word out on the breadth of their events and venues is a staggering feat. Printing guides, updating them monthly, and distributing the schedules was the norm for a long time, but it was not as cost-effective or efficient as it could be. And they knew it.

That's when, once again, their progressive instincts kicked in.

Osceola Heritage Park instinctively knew how to bring communication to the next level . . . an e-format event guide for branding, viewing venues, updating, informing, and like their events - wow-ing. An iPad application was it. With an iPad in the hands of their promoters and managers, signing on new business could be as impressive as their events and venues. And so . . . they shopped.

They considered several vendors who produced similar applications in their industry. After some due diligence, they turned to Advantage Design Group based on the multimedia firm's track record of providing the creative talent, the flexible functionality, the technical know-how and the value-added they needed.

With Advantage Design Group on board, Osceola was able to do it right. They followed a proven methodology that allowed for creative discussion and vision, and in-depth technical functionality. The process took time and patience because in the end, the final product had to make sense for customers as well as staff. The Osceola Heritage Park and Advantage Design Group team effort lead to a beautifully-branded, functional format that will grow as Osceola's business grows.

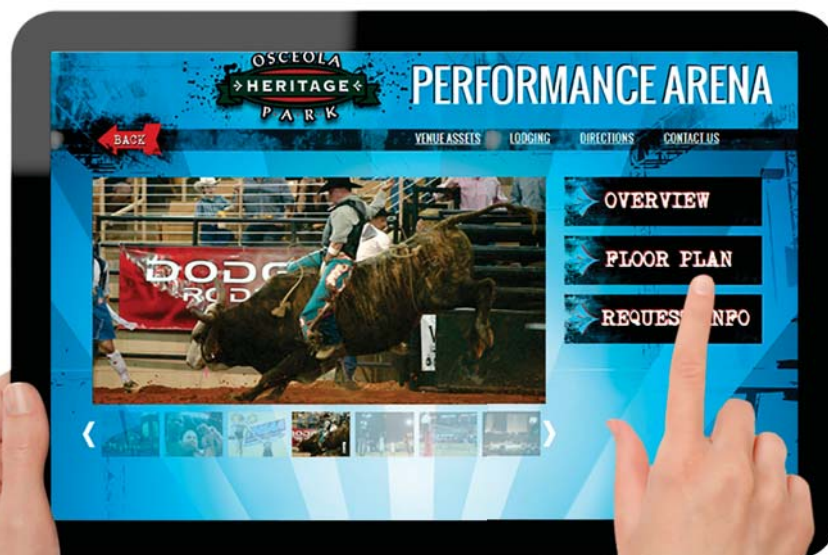


The product showcases Osceola Heritage Park with an exciting welcome video, action photography, and graphical highlights throughout, all complementing their brand. It introduces their venues - performance arena, convention center, outdoor events, catering by Savor - and includes testimonials to back it all up. Viewers have access to detailed information on each venue including floor plans, as well as directions, area information and easy options for contacting the park.

“Through our mutual dedication and the varied talents at Advantage Design Group, we were able to tell our story on an iPad in a compelling way,” said Jason Refermat, Marketing Manager, “The team was very flexible and patient, which was vital to our creative process and to the success of the project”.

Moving forward, Osceola Heritage Park views their iPad application as a continual work in progress. As features, venues and events are added to the park, so will they be added to the iPad. They can easily modify as needed, grow as they grow, and continue their forward-thinking tradition.

Traditionally . . . progressive. That’s entertainment at Osceola Heritage Park.



Advantage Design Group is a multi-media design and development firm based in Jacksonville, Florida with 15 years of experience in developing digital marketing, training and orientation materials. Recognized as a top 10 advertising and marketing agency in the Jacksonville Business Journal's 2012-2013 Book of Lists, they have done online orientations and other higher education projects for over 100 educational institutions across the country including Palm Beach State College, Mass Bay College, Montclair University, Embry-Riddle, Tulane, University of Georgia, Rutgers University, Perdue Calumet, the University of Florida, and Auburn.

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