

CREATIVE REVIEW > MARKETING THE MASTERS



ACTIVATIVE

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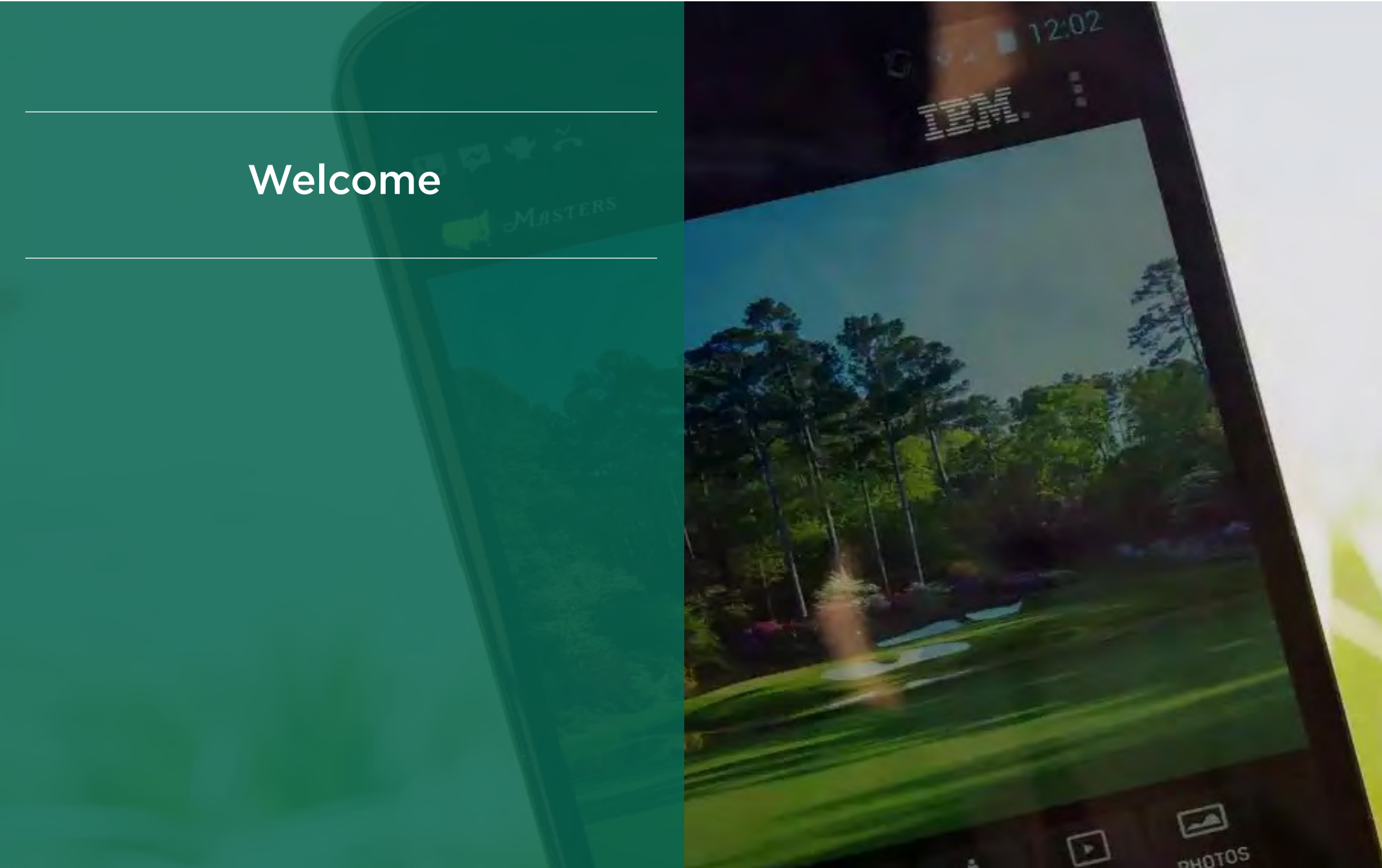
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Welcome



Welcome to 'Marketing The Masters 2018': the latest in our set of sports marketing and sponsorship activation creative reviews focusing on specific industry categories, properties and/or sports.

These reports identify, explore and analyse the key strategies, tactics, themes and trends, as well as showcase best practice campaigns and award-winning creative from rights across the rights-holder, sponsor and sports brand landscape.

Our analytical creative reviews are interactive - just click on the play button arrows to view the illustrative, relevant creative.

From new pitches to competitive intelligence, our work helps clients stay ahead of the evolving trends and changing strategies occurring across the landscape by broadening and deepening knowledge and learning from the world's best work.

We focus our analysis on the brave, innovative and original work that is driving, shaping and responding to the socio-cultural, economic and tech-led chang-



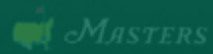
es across the sports marketing space.

We believe you'll find plenty of ideas, insights and inspiration to help fuel your game-changing sports and sponsorship marketing.

Our creative reviews are free to subscribers and available to non-subscribers for £500.

We would also be delighted to bring our briefings to life for your team or clients through a live, private briefing presentation for £1,000 (excluding travel & accommodation etc).

We also produce bespoke creative reviews from client briefs: to discuss commissioning a report just email contact@active.co.uk.



MASTERS RADIO

Daily at 2 PM ET

Overview > Trends, Tactics & Tech

Amen Corner

NOW PLAYING

On The Range

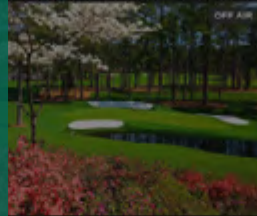
CURRENTLY OFF AIR

OFF AIR

Green Jacket Ceremony



Featured Group 1



OFF AIR



LIVE



OFF AIR



SCHEDULE



Rights-Holder

Tiger, Tiger, burning bright.....well, almost!

When it came to marketing the 2018 Masters, the eventual Green Jacket winner Patrick Reed was largely overshadowed by past champion and former titan of the sport Tiger Woods.

Interesting, while this year's winner Reed (who doesn't have an equipment partnership) was one of just five PGA Tour players to sign a head-to-toe apparel-only deal with Nike Golf for 2018, he was hardly seen in Nike Golf's marketing around the Masters.

In fact, Reed's win was also put in the marketing shade by 2015 champ Jordan Speith (eg AT&T, Titleist and Under Armour) and by a raft of other players including Rickey Fowler, (eg Cobra, Mercedes-Benz, Puma and Red Bull) Rory McIlroy (Nike and Taylor Made) and even Charl Schwartzel (eg Michael Kors).

But in terms of player promotional profile, it was Woods who was front and centre of so much of this year's work: from Augusta National's own marketing, to broadcaster CBS' pre-tournament promotions and sportswear behemoth Nike's activity Tiger roared,

From the Tiger led 'Roaring Back' to 'History You Can Feel', Augusta National's own pre-event promotional creative reflects the rights-holders primary principle - control.

The responsibility for developing and producing the tournament's digital, social and data properties (across web, mobile and app channels) sits within official partner IBM's rights package - this is yet another example of the level of rights-holder control at The Masters.

Perhaps the most notable new development in this space was the introduction of 'My Moments': a feature offering golf lovers a customized digital Masters experience based around their own favourite players (see case study on P16).

Indeed, right across The Masters and throughout its marketing team, control is the secret to consistency.

From the course to the look and feel of the venue, through to the merchandising, hospitality, the sponsors and all other commercial elements, Augusta National

priorities retaining almost complete control.

This emphasis on rights-holder control is seen as the secret to Augusta National's ability to defend and preserve its distinctive status.

Broadcaster

The broadcast deal is, of course, a prime example of this fierce focus on retaining rights-holder control.

The rights were initially scooped up by CBS in 1956 for a fee reported to have been around the \$10,000 mark.

Interestingly, CBS penned the deal after rival NBC, which had previously covered the tournament on the radio, turned down the TV rights.

Ever since the first televised tournament, CBS has kept the Masters telecast rights via a famously old-school deal that is renewed annually (reportedly on the basis of a handshake) – something unique in modern sports broadcasting contracts.

But to maintain the rights, CBS has long had to agree to a strict set of Augusta National demands that have evolved through the years: these have ranged from limiting commercial content to getting final approval for all commercial content and agreeing to a list of dos and don'ts that included what it could and could not say on air.

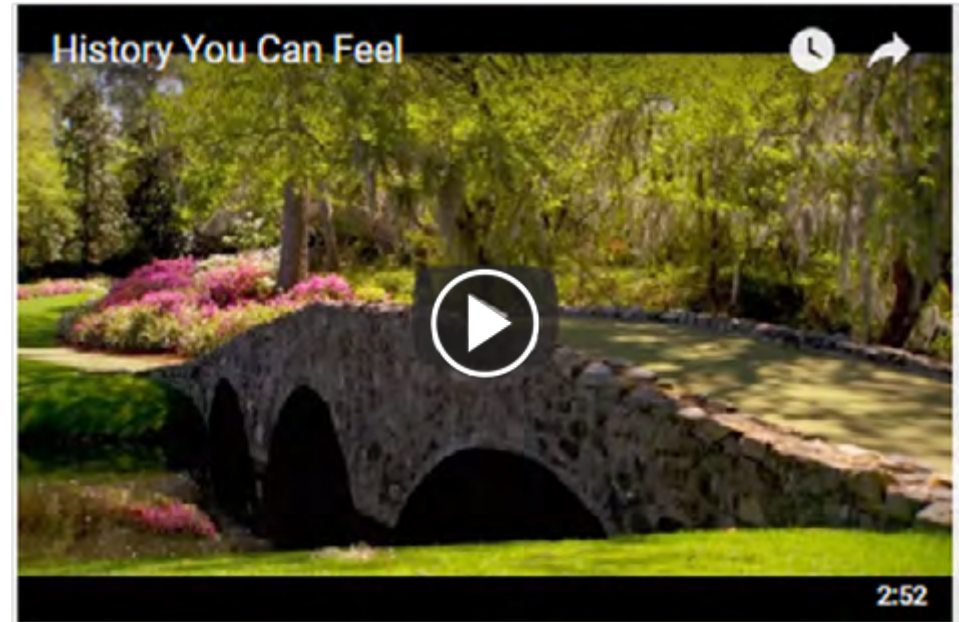
The rights-holder's rules even ensured that for many years there was no coverage of the most famous part of the course, Amen Corner, as the club aimed to maintain an element of mystique and ensure that the complete experience was only available to members and to live spectators.

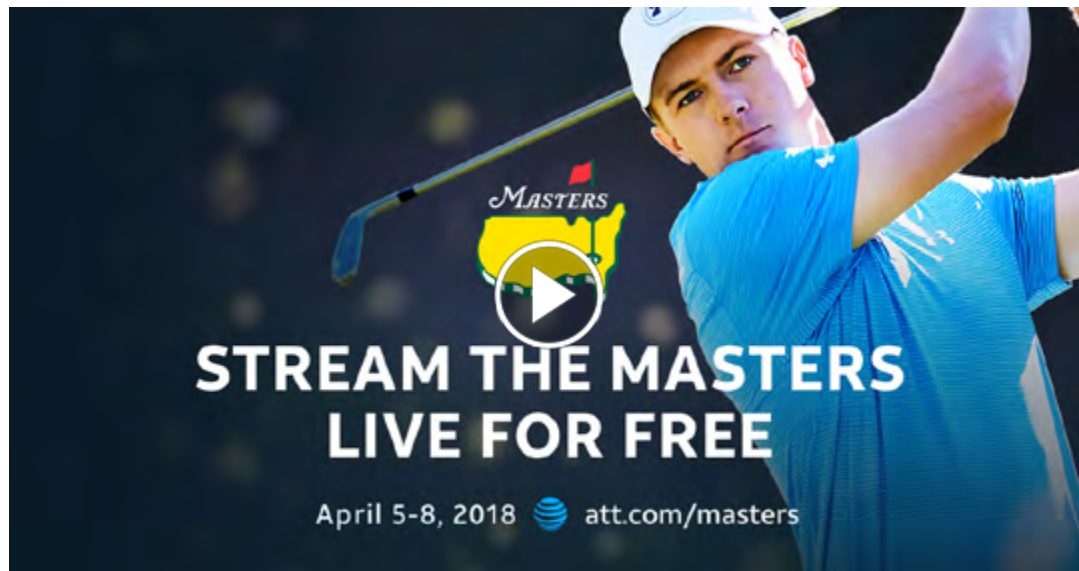
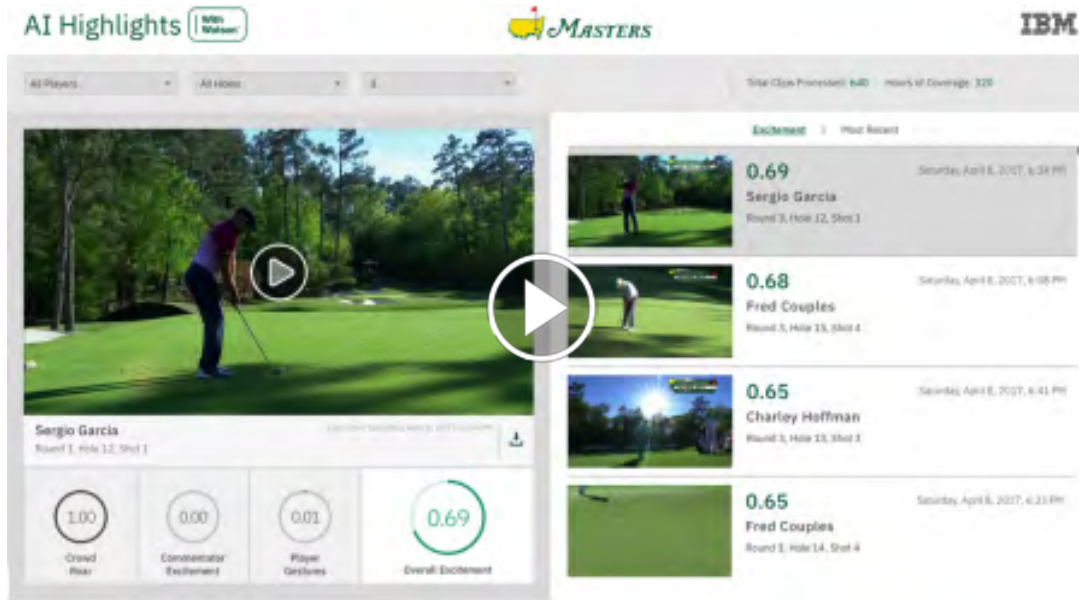
Indeed, between the first telecast in 1956 up to 1973, the 12th was not shown on television at all.

Nowadays, in an eclectic arrangement and in another sign of rights-holder control freakery, Augusta National sells coverage of Amen Corner as a separate category.

In 2014, the club penned a partnership with pay-television channel Fox Sports that enables the subscribers/digital viewers to view continuous live coverage of Amen Corner.

Over the last decade the rush to selling sports rights to subscription channels has seen so many properties





behind a paywall. But today, falling viewer numbers and pay-TV subscription levels has seen ever growing arguments for sports to return to free-to-air network television and/or streaming.

Will the famously unfashionable Masters' approach become fashionable again?

After all, this year's viewer numbers saw a solid rise.

The combination of Tiger's (almost) Lazarus act, Jordan Spieth's near-miraculous final day move and the youth appeal of Ricky Fowler and Rory McIlroy all boosted CBS' TV ratings for the final round of the 2018 Masters to a three-year high.

According to Nielsen, the last day at Augusta was watched by 13m+ viewers: a rise of 18% from last year's 11.1m.

The tournament may have gone down to the wire, but it was 14-time Major winner Woods who was the biggest draw for viewers and marketers.

Despite some struggles with his irons that saw him finish in 32nd spot, the sight of Tiger in trademark red-and-black Sunday battle dress saw both CBS and marketers give the aging superstar plenty of TV time.

CBS has been the tournament's official US broadcaster since 1956 and it is reported to pay between \$10m and \$15m for the rights. A sum which seems a steal, except ad sales are limited to showing commercials from only the three official global/domestic sponsors.

Thus, ad interruptions remained, as ever, limited in the year's first Major: with just four minutes of commercial time per hour (that's about 25% of the average sports broadcast spot load).

According to iSpot.tv data, Mercedes aired 13 spots during Sunday's final round, while AT&T and IBM ran 11 ads each.

But The Masters' commitment to control doesn't mean it is entirely an old fashioned and traditional property: after all, this year's tournament was offered in glorious 4K HDR via a live stream through sponsor AT&T's Direct TV platform.

Indeed, despite its reputation for tradition, its old school approach and unique idiosyncra-

sies, The Masters' sometimes is a first mover, and an early adoption: for example, in 2016 it offered the first ever 4K television coverage of a sports event in the USA.

Tiger also featured heavily in Augusta National's own pre-tournament promotional pieces, aimed at building anticipation and excitement, led by a series of The Masters digital videos.

Sponsors

Augusta National has mastered the art of sponsorship minimalism.

Throughout the golfing world there is usually an abundance of brand partners and property owners almost always feel there is room for another logo.

But less has always been more at Augusta National.

The Masters, arguably the world's biggest and most prestigious golf tournament, only has six commercial partners.

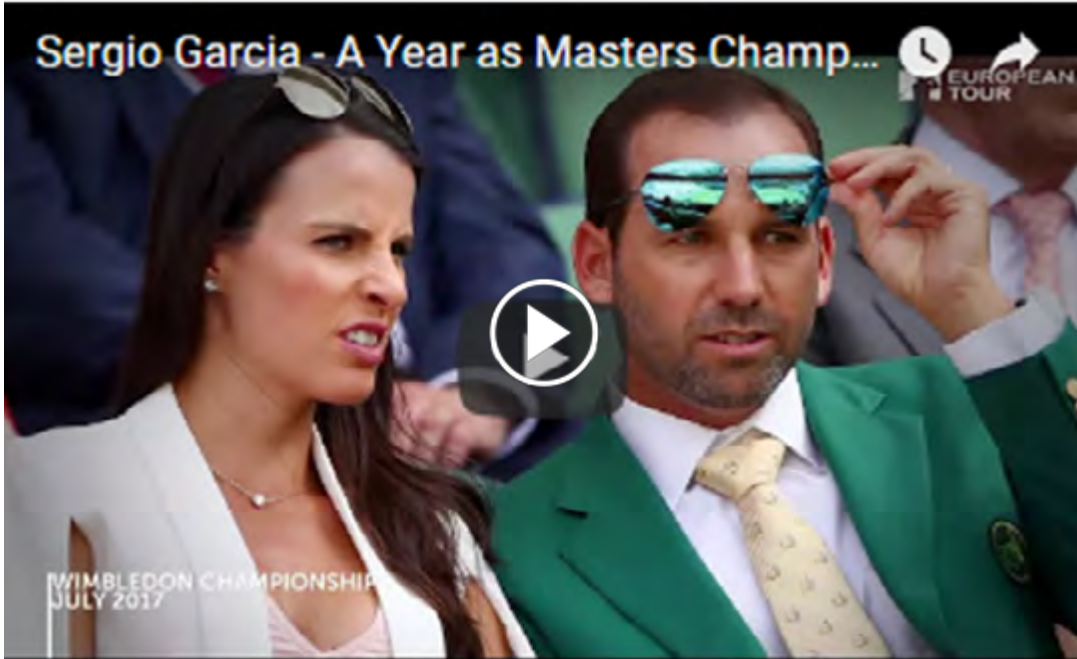
There are just three global/domestic sponsors (AT&T, IBM and Mercedes-Benz - see case studies from P12) and only three international sponsors (Delta, Rolex and UPS - see case studies from P23).

That's all.

Then there's the secrecy surrounding the negotiations and the rights fees - which are widely reported as costing upwards of \$6m per year.

These partnerships also remain distinctly old-school when it comes to the power balance. In the contemporary world of commercial partnerships it is now more usual for the brands to pull the strings. But at The Masters it is still the rights-holder that dictates the terms of the negotiations, the restrictions and the rights package.

The package too is notably minimal: it is a stringent set of assets that includes as close to zero on-course and on-property signage as possible and also offers a share of just four minutes of on-air advertising time during the official tele-



Overview

cast.

What this all means is that Masters sponsor marketers have to work harder than most, albeit in a fairly exclusive and uncluttered space.

IBM's deal, for example, ensures the Rochester, NY IT giant is responsible for developing and maintaining the official Masters website, apps, social channels and data services. In return its gets a small logo in the top right hand corner of each digital display.

Why does IBM like this deal?

Because it provides a platform to demonstrate the company's capacity and skills to its core target market of c-suite business decision makers.

In 2014, Mercedes-Benz upgraded its corporate tie-up tier with The Masters by replacing ExxonMobil as one of the tournament's three global/domestic sponsors to secure the exclusive, limited commercial space in Master's telecasts. Beyond the coveted TV commercial spots, Mercedes also showcases its latest models at and around Augusta National and hosts an elite group of existing and potential clients at its premium hospitality programme.

"The business relationships we cultivate assist in our efforts to meet the unique and high expectations of quality established by our Founders many decades ago," said Augusta National Golf Club chairman Billy Payne.

Augusta National leaves plenty of short term money on the table and it seeks to maintain long-term control over its success.

Under Par' (see case study on P37).

Other examples saw the rival European Tour rolled out a short form film across its digital and social platforms profiling last year's Masters' champion and ET star Sergio Garcia that followed the last 12 months of his life as the reigning Green Jacket holder.

While the world's oldest Major, The Open, used The Masters as a window to ramp up its ticket marketing campaign for this years tournament at Carnoustie.

Among other notable golf marketing initiatives leveraging The Masters was a TV led campaign from Golf Ireland (and the Irish Tourist Board) that particularly focused on the venue for The Open in 2019 Royal Portrush.

While sponsors of other golf properties and tournaments around the world also leveraged peaking golf interest by rolling out activations around their own tournaments.

Examples of this tactic in 2018 included work from the likes of KPMG and Vodafone.

But perhaps the most contemporary example of classic ambush marketing around this year's Masters came from beer brand Bud Light which built on the fact that its current 'Dilly Dilly' campaign catchphrase, launched in February for Super Bowl 51, has become a staple spectator shoutout at sports events across the USA . This campaign was, well, not very typically The Masters at all - which was the point (see case study on P43).

Sports Brands

As the first Major of the year, there's usually no shortage of golf equipment and apparel brands activating around The Masters and this year was no exception

A few of the golf-specific brands launching new creative leveraging the 2018 tournament were Callaway 'Various', Taylor Made and Titeleist..

While sportswear brands see the event as an opportunity to launch ambassador led ad campaigns trumpeting an entrance into the sector: such as fashion brand Michael Kors' campaign fronted by new endorser Charl Schwartzel'.

But the most notable sportswear marketing around the 2018 Masters was from Nike (see case study on P32).

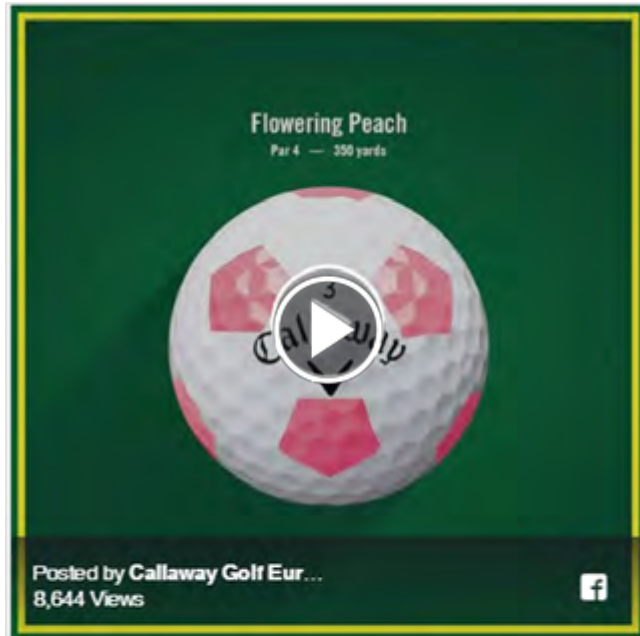


Ambushers

From rival rights-holders, to athlete ambassador ads and classic ambush campaigns, as a tentpole fixture in the global sports calander and as the first golf Major tournament of the year, The Masters always sees plenty of ambush activity and 2018 was no different.

Unsurprisingly, a fair few other rights-holder in the golf space activative around The Masters to leverage the associated spike in interest in the sport.

The biggest blockbuster marketing initiative leveraging this year's Masters came from the PGA Tour in the form of a new, intergrated brand platform called 'Live



Suffering from post-Masters blues already? This might cheer you up [+](#)

92 37 18



Sponsors (Global/Domestic)

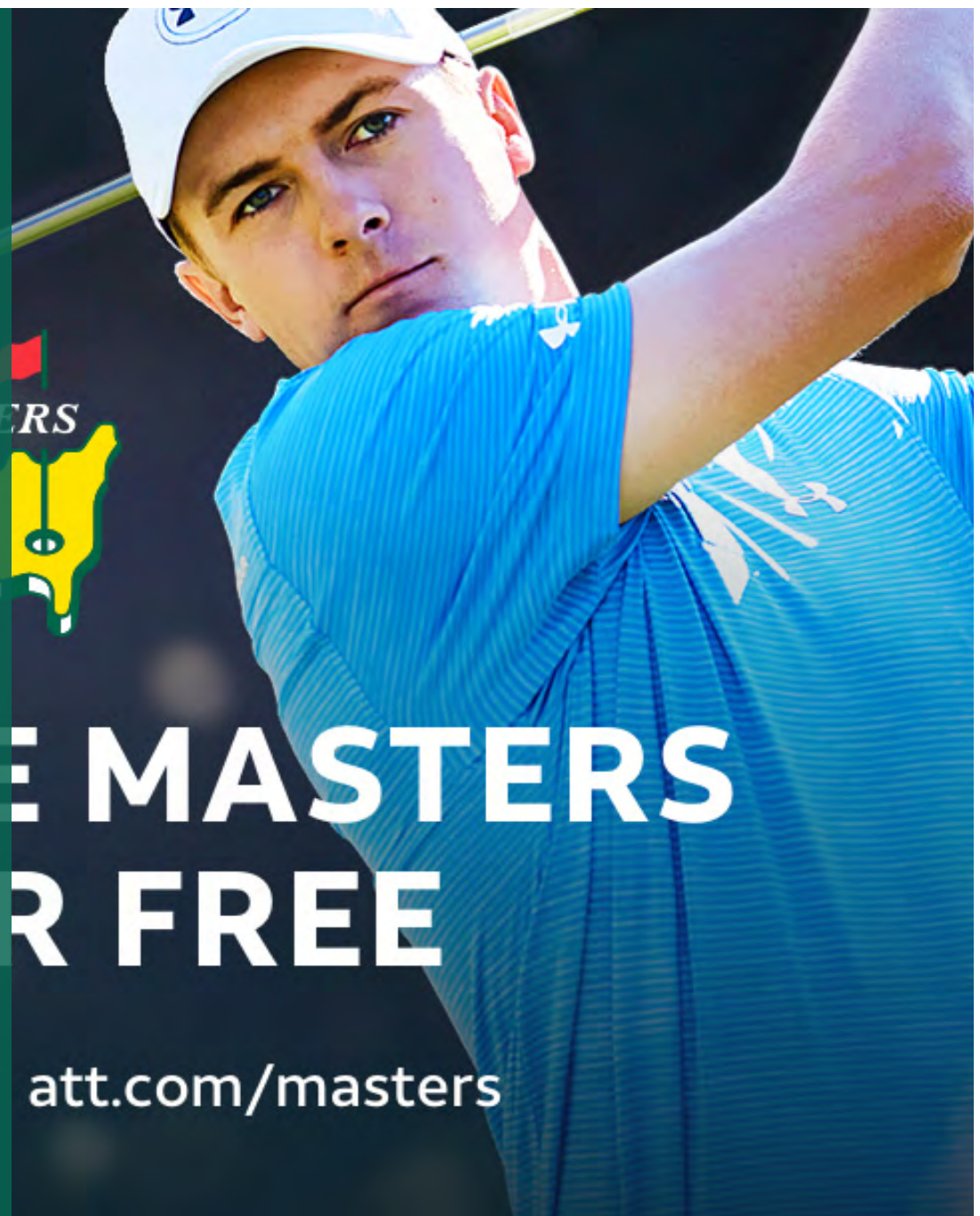


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April 5-8, 2018



att.com/masters





'It Can't Wait'
'Edge To Edge'
AT&T



Rolling out from 4 April to leverage its partnership with The Masters, tournament partner AT&T launched a twin-pronged activation approach that spanned two new Jordan Spieth fronted 'It Can Wait' consumer commercials alongside four fresh B2B ads focusing on Edge-to-Edge Intelligence for business customers.

The Spieth spots are the latest in AT&T's ongoing campaign to get consumers not to use their mobile phones while driving.

The two ads featuring the 2015 Masters champion see Spieth use golf terminology to drive home messages about cell phones and distracted driving.

A 'Gimmie' ad is paired with spot called 'Laying Up'.

And, as well as airing through the tournament's CBS official broadcast, the creative pieces are amplified across all the brand's usual social channels, and are also supported by a take on the classic behind-the-scenes / making-of video called 'Jordan Spieth Shares the Importance of AT&T's New It Can Wait Commercials'.

"You may think that quickly checking a message is the same as a 'gimme' putt, but it's not," said Ryan Luckey, AVP-corporate brand marketing said on an AT&T blog.

"On the golf course, 'laying up' is the smart, safe choice, just like ignoring your phone while driving."

This is the latest wave of work in a cause campaign that began eight years ago in 2010 when AT&T made it a mission to try and decrease the number of car accidents caused by distracted driving.

Following a study published in 2010 by the University of North Texas Health Science Center, which said that texting while driving resulted in an estimated 16,000 fatalities in the US from 2001 to 2007, AT&T's senior leadership committed to a company-wide effort to raise awareness of texting and driving.

Luckey said AT&T chose to Spieth for the ads not just because he's a pro golfer or a masters champion, but because he's authentic and committed to our mission.

Jordan has taken the 'It Can Wait' pledge, and he lives it every day," added Luckey as he described how AT&T shot the ads the morning after a PGA tournament in Los Angeles where Spieth finished 9th.

"He got up early and was out on the course for the ad shoot by 8 a.m. and was there all day," Luckey said. "Jordan brings a tremendous work ethic and character to everything he does and did a great job."

Simultaneously, a second activation strand saw AT&T release a set of four new business ads focusing on Edge-to-Edge Intelligence for business customers: promoting the communications outfit's range of services and devices that business customers and consumers need.

The four ads, titled "Anthem," "Retail," "Healthcare," and "Manufacturing," provide humorous depictions of businesses using our technology and services while also showing how AT&T can help make everything work better and they continue the use of the familiar AT&T @Power of & theme.

"The idea is to show how AT&T services can help in all kinds of ways, from "end to end," said Sandra Howard, vice president-corporate brand marketing.

"While other companies might be able to compete with us on specific products, our breadth of services sets us apart."

Each of the spots ends with the voiceover trailing off, adding more ways AT&T's can help, picking "the power of &" theme.

All the new AT&T ads aired within the coverage of The Masters tournament: including on the official CBS telecast, as well as on CBS and Masters digital outlets.

The spots all debuted during a two-hour pre-tournament event on ESPN the day ahead of the tournament tee-off.

Comment

AT&T corporate brand marketing VP Howard explained that for the company The Masters represents the "ultimate viewing experience" in part because it's an exclusive group of advertisers.

"There are only 3 companies and one of them





is AT&T. Our ads are running uncluttered, and it provides us the perfect place to highlight what we do and to kick off new campaigns," she explains.

While it seems sensible to use this tournament sponsorship as a means of engaging both general consumers and B2B targets, to us it seems an inconsistent choice creatively to have one strand of activation actually linked to golf and the other seemingly entirely disconnected with the property being used to launch the new wave of B2B work (despite the sport and the tournament's obvious links to and engagement with middle-aged c-suite executives).





'My Moments'
'Let's Put Smart To Work'
IBM

IBM



IBM introduced a new brand platform, 'Let's Put Smart To Work,' through its sponsorship of The Masters and places its Watson supercomputer at the heart of a utility-led creative approach that generates personalised highlights of the golf tournament.

For the 2018 tournament, IBM is enabling fans to have an automated, personalised highlight reel service available on Masters.com and across the various Masters apps.

Enabled by Watson, the 'My Moments' feature offers golf lovers a customized digital experience based around their own favourite players (as well as around the previous time they visited one of the Masters digital platforms).

The feature, which uses IBM Watson's enterprise-grade artificial intelligence, aims to inform each individual viewer/user on the moments that they care most about within the context of the overall tournament and the players they select as their favorites.

It also features a spoiler-free mode to catch you up on the action without spoiling the ending.

As well as the 'My Moments' activation strand, Watson also helps The Masters' own editorial team work at scale by watching all the live-stream video and separating the potential clips by recognizing the beginning and end of a particular player's shot.

Watson identifies the player in the clip, the hole he is on, and which shot he is taking and then further analyses the video for player gestures, emotion, commentator and roar of the crowd and determines an overall excitement level for the shot.

The activation marketing programme is fronted by sponsorship spot focusing on the tournament and on how IBM and The Masters work in tandem to develop this personalised app-based experience.

A utility promoted across IBM's digital and social channels.

Further elements of its Masters activation ranged from hospitality programmes, web-based support, as well as cloud led commercials and on-course action related creative pieces.

Meanwhile, running simultaneously to the tournament-specific creative assets, the wider new

brand Platform campaign (by Creative Works) invites users to 'put smart to work' in order to transform healthcare, retail, energy and other industries by applying IBM's Watson, cloud computing, blockchain technology and security services to change how we fight disease and hackers, produce coffee and save rhinos.

This marketing theme runs through IBM's entire business – from its 2018 annual report and its Think conference, to seven new television spots that are all running during the Masters.

All of the ads aim to encourage viewers to click through to the initiative's microsite to learn more at <https://ibm.co/2JdFlix>

The 'Let's Put Smart to Work' ads each address a different element of smart technology, including how farmers are putting smart to work using satellite imagery, weather data and AI to help monitor soil moisture levels and increase their yields, and how security experts are putting smart to work to protect businesses from cyber attacks.

A creative theme in the campaign is the use of 'thought rays' or 'smart rays,' which were introduced with the "smarter planet" theme in 2008 and feature in the Watson avatar to signal Watson as the AI for smarter business.

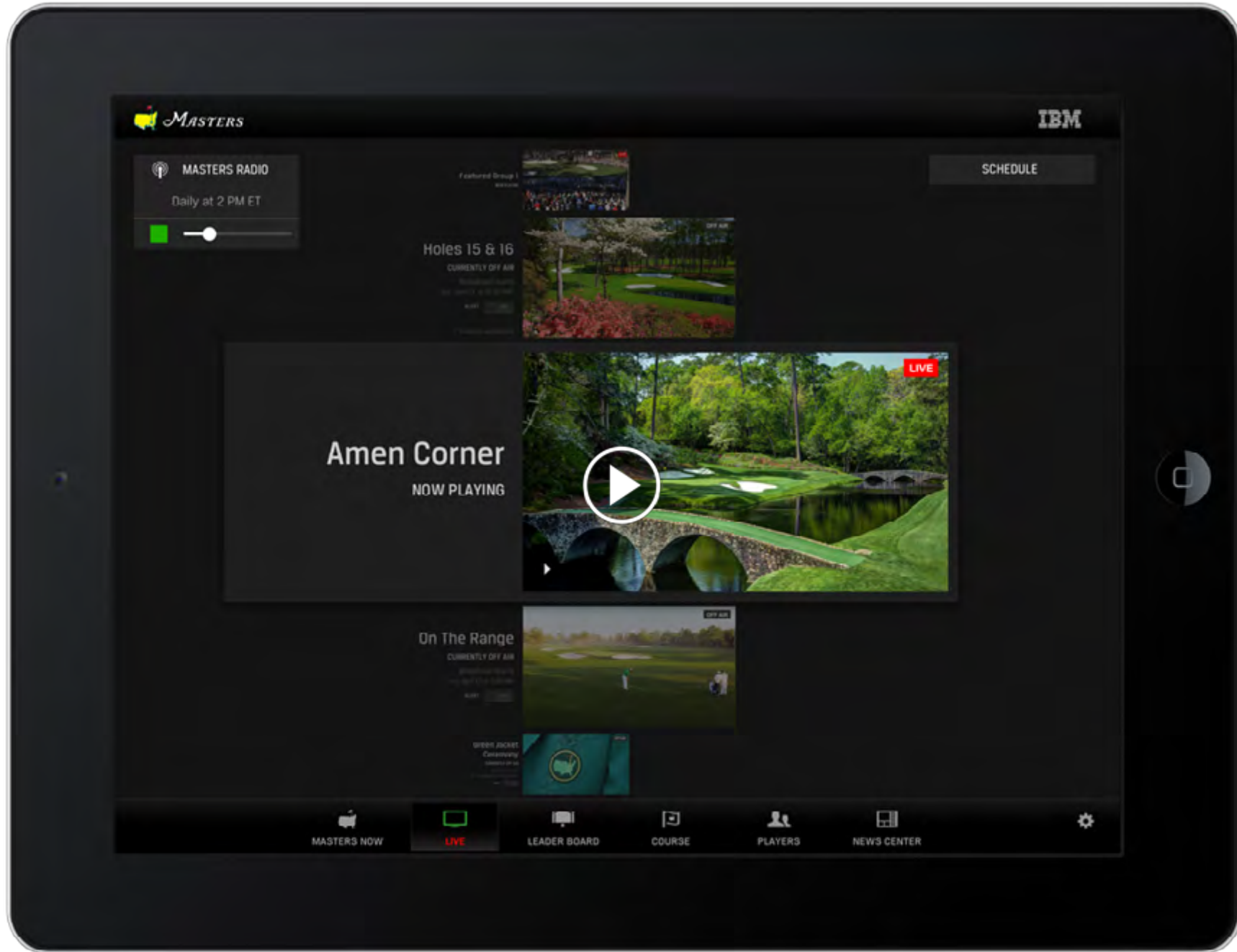
Comment

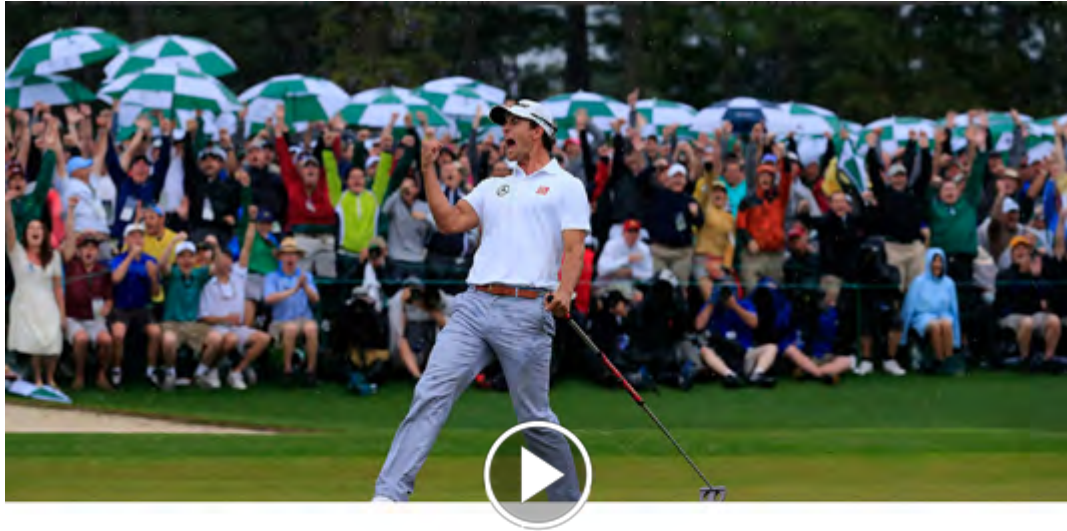
IBM, which has worked with the Masters for more than 20 years, uses its tournament tie-up and many of its other sports property partnerships to showcase the event to fans around the world and in recent years it has focused much of this work around its cognitive computing skills and services.

Indeed, Watson has been a key feature of IBM's sports sponsorship activation (such as its recent Wimbledon work – see case study) and this year's activation follows on from the brand's previous Watson led work around The Masters – such as its 2016 campaign fronted by golf icon and IBM ambassador Tom Watson (see case study).

One of a small group of Masters commercial partners, IBM sits alongside AT&T, Delta, plus Rolex and UPS, as well as long-time broadcaster CBS as one of the few official sponsors of a tournament that aims to set itself apart from the rest by mini-



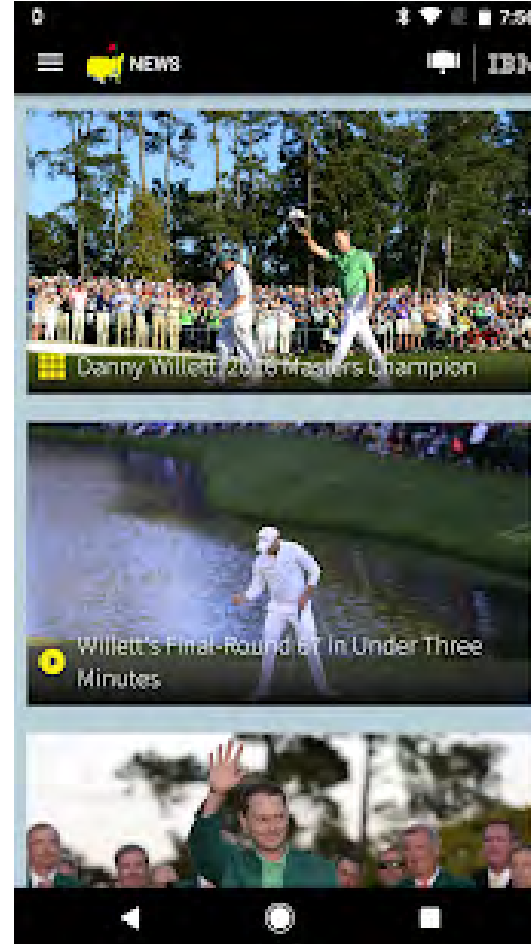




My Moments

My Moments creates a personalized highlight reel that catches you up on great shots you may have missed from your favorite players as well as the most important shots of the day.

Select Favorite Players

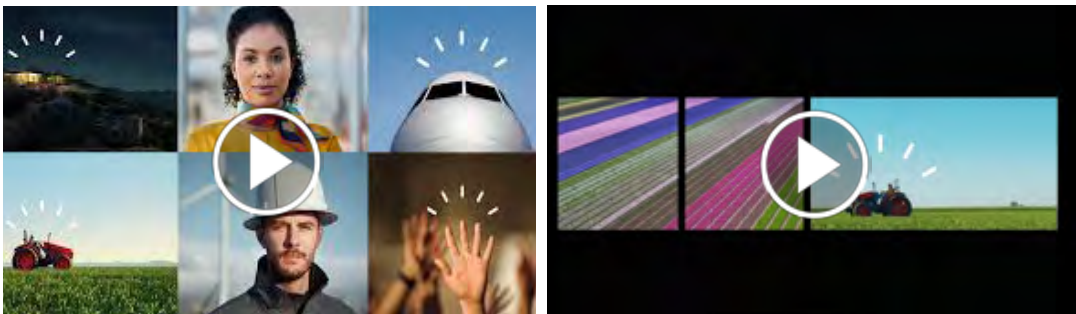


mising its association with commercial alliances and tie-ups.

There are two opinions about sponsorship and The Masters: one that the tournament is a property controlled beacon of traditional values ensuring the tournament isn't ruined by corporate logos and marketing machinery, the other that it is an exclusive, elitist, sexist, old-fashioned 300-strong private members club run event based on secret handshakes resulting in non-negotiable private archaic advertising deals.

Which version is true?

Well, both are of course!





'What Makes Us'
'Mercedes Masters Experience'
Mercedes-Benz



Premium automotive brand Mercedes-Benz used its precious status as one of just three US sponsors of The Masters tournament to launch its new American marketing campaign,

The new 'What Makes Us' campaign in the USA focuses on the priorities that got the brand to its marketing leading premium automotive position: unmatched comfort, top-tier driving performance, tech leadership, and understanding the future.

The fresh initiative is spearheaded by a suite of stylised, cinematic commercials showcasing the diversity of the brand's vehicle line-up and carrying messaging about the brand attributes that place it at the pinnacle of the North American premium auto market.

Voiced by Jon Hamm, six 30-second TV spots lead the way.

With taglines including 'Stubborn Is Invincible', 'Difficult Is Worth It', 'Curious Is Incurable', 'Fearless is Fuel', 'First is Forever' and 'Can't is a Challenge', each features a divergent Mercedes-Benz models ranging from the AMG Project ONE Hypercar to off-roading SUVs to sleek sedans and each commercial telling the story of a primary brand virtue.

As well as airing during the official CBS Masters telecast, the spots were also promoted across the car company's own digital and social platforms linked to tournament relevant hashtags.

Plus, the brand's activation also spanned further social assets (including endorser fronted content and ambassador on-course clothing logo presence through players such as Rickey Fowler and John Rahm), and official courtesy car and tournament fleet programme, plus a set of on-site car displays.

And, of course, an exclusive hospitality experience programme, called the Mercedes-Benz Experience at The Masters.

This programme spans a broad, yet exclusive offering including entertainment, food, drink and player ambassador appearances and meet-and-greets all based at and around the Mercedes-Benz Clubhouse on River Island neighbouring Augusta National (an exclusive Mercedes-Benz hub for its small selection of handpicked guests).

"We take advantage of the opportunities that arise from change," said Daimler CEO Dieter Zetsche.

"That's why we occupy the top spot today" in both global and American luxury sales.

"While most of the world knows what goes into producing unrivalled Mercedes-Benz products, not many people have a real understanding of what drives the company to continue to challenge the status quo and never rest on its laurels," stated Drew Slaven, vice president of marketing for Mercedes-Benz USA, in a press release.

Comment

Despite boasting an impressive line-up of golf athlete ambassadors (who have fronted so much previous Mercedes-Benz Masters activation - see case study), none of the new TV commercials debuting during The Masters, are themed around or creatively anchored in the world of golf.

However, as viewers of The Masters (and of golf) are typically older, wealthier men, the demographic is among the most target-rich group for Mercedes-Benz in USA and this launching during the tournament seems a sensible strategy.

The Masters has just three US sponsors - AT&T, IBM and Mercedes-Benz - plus two overseas sponsors (Delta and Rolex) and its official broadcaster CBS can only air commercials from the three domestic partners during its tournament telecast.

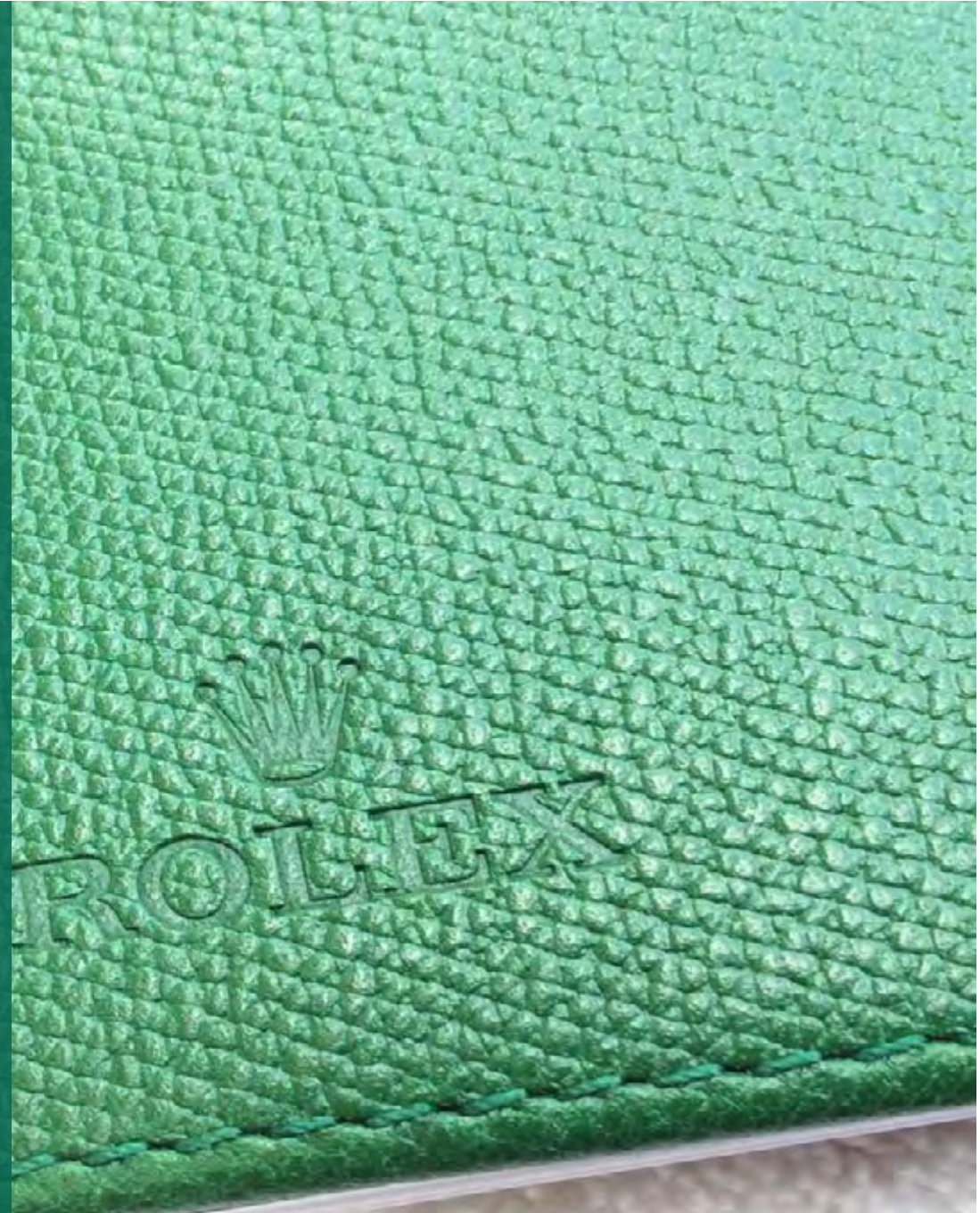
Indeed, ads are not just limited by brand, but also by time and the Augusta National permits only four minutes of commercial time per hour (that's about 25% of the average sports broadcast spot load).

According to iSpot.tv data, Mercedes aired 13 spots during Sunday's final round, while AT&T and IBM ran 11 ads each.





Sponsors (International)



完璧の上を目指して

'Perfection'
Delta



INTERNATIONAL PARK

KEEP CLIMBING



Late March saw Delta begin to roll out a new international-only, multi-platform brand campaign leveraging its recent partnership with The Masters to try and build its brand internationally through an activation programme that aimed to promote the tie-up and communicate a seamless link between Delta and The Masters.

The work was based on a shared story: one focused on how both brands strive for perfection: an idea that links the pristine reputation of the Augusta National course, the commitment of professional golfers getting up early to practice and Delta's consumer commitment to creating a better service.

The airline's activation – which spans TV, print, poster, OOH, digital and social media advertising, plus media partnerships, leveraged the 2018 tournament in 11 markets around the world.

The main market focus of its activation included city-specific ad bursts in London, Mexico City and Seoul, while the social strand of the campaign also ran in Japan, China, Australia, Canada, Brazil, Spain, and South Africa (and with radio-only in the USA).

One multi-market through the line campaign, developed in alliance with sports and entertainment agency Octagon and content creators Milk-Money, spanned TV, OOH, digital and social.

The spearhead TV spot and its supporting assets were across the UK, Japan, Mexico and Korea.

Also in the UK, Delta executed a Masters media buy (dubbed as a 'first-of-its-kind partnership') with satellite broadcaster Sky Sports in a campaign that is spearheaded by a jointly created broadcast series called "Stories from the Last Nine".

This branded content series ran through the week of the Masters and each episode 'takes an in-depth look at the last nine holes of Augusta National Golf Club through the eyes of Masters champions Sir Nick Faldo, Phil Mickelson, Jack Nicklaus, Sergio Garcia, Jordan Spieth and other past winners'.

The objective off the activation is to build brand awareness of Delta outside of the USA, as well as to reinforcing the airline's partnership with golf's first Major of the year.

"Our partnership with the Masters Tournament provides a global platform from which to strengthen the Delta brand and drive awareness in our key international markets, while supporting one of the world's most prestigious sporting events," said Tim Mapes, Delta's Senior Vice President and Chief Marketing Officer.

"As we continue to grow our global network through joint ventures and emerging markets, the focused activity in the U.K, Mexico and South Korea, will help differentiate us and drive trial from new customers and golf enthusiasts."

Comment

The unusual, eclectic and somewhat restrictive nature of Augusta National's sponsorship programme threw up several challenges for the airline's marketing team.

For example, Delta was not actually able to shoot at the Augusta National course and was only supplied with a set of five fixed venue images.

This meant solutions had to be found stretching from smart venue scouting to adding movement and dynamism to a set of fixed images.

It was in October 2017 that Delta Airlines signed up as an International Partner of the Masters.

The tie-up saw it join UPS and Rolex as the tournament's "International Partners."

AT&T, IBM and Mercedes-Benz remain the event's domestic sponsors.

"The business relationships we cultivate assist in our efforts to meet the unique and high expectations of quality established by our Founders many decades ago," said Augusta National Golf Club chairman Billy Payne.

"Delta Air Lines is a welcome addition to our family of partners, and I know their enthusiasm for the Tournament – not to mention their own standards of excellence – will greatly enhance the Masters."

This sports sponsorship activation follows on from the airlines much admired new global ad campaign spearheaded by its '#Runways' spot.







'Rolex & Golf'
Rolex







'Founders Vision'
UPS

ide Services
ronizing the world of commerce

N360UP

from reliable shipping services and supply chain optimization,
customized packaging and the seamless integration of technology



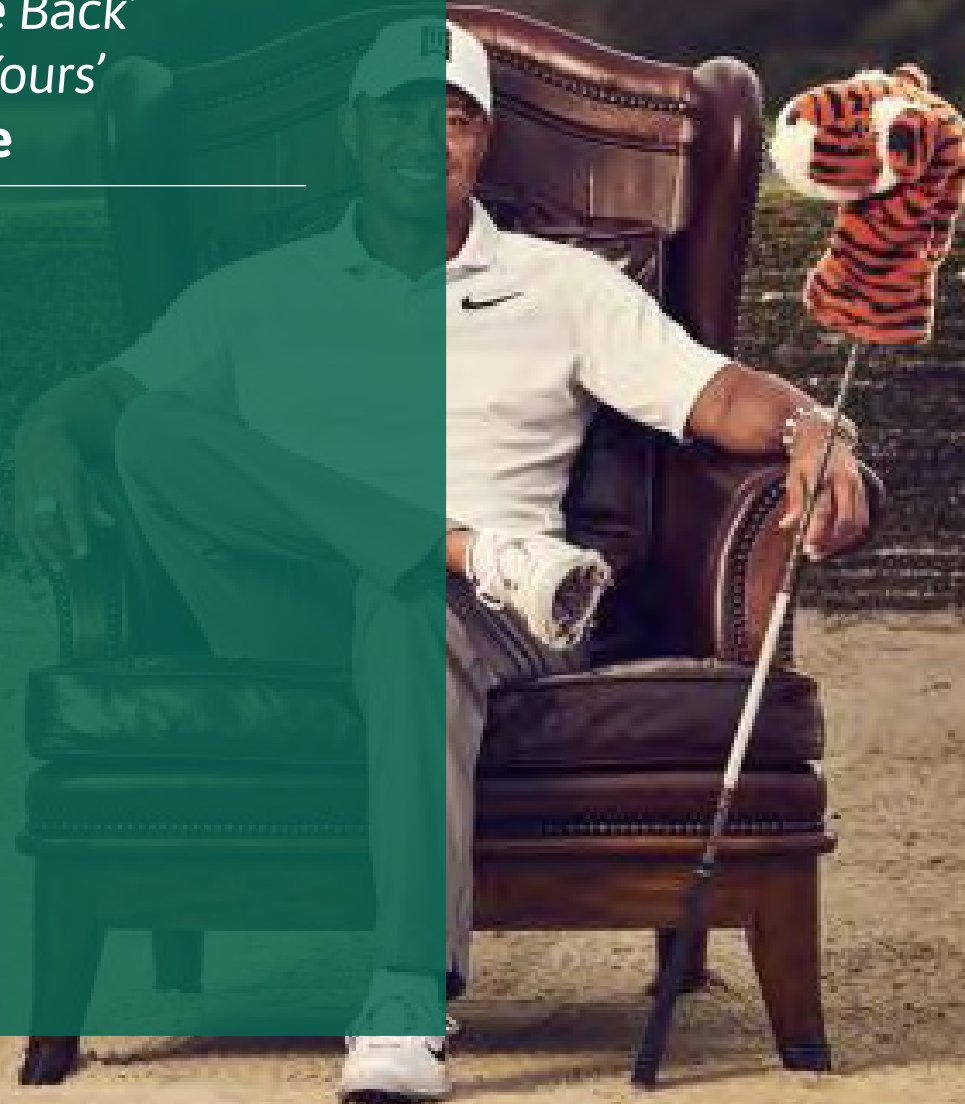
Likewise, since 1934 the Masters has been meticulously crafted in line with the vision of its founders - amateur champion Bobby Jones and businessman Clifford Roberts.

Sports Brands





'Welcome Back'
'Chase Yours'
Nike



Tiger Woods, hampered in recent years by injuries and scandal, returned to the Masters for the first time in three years Thursday, offering a glimmer of hope to the struggling golf industry that he once powered to new heights.

Long-time endorser Nike sought to build hype with a new ad released Thursday morning (5 April) as The 2018 Masters got under way called 'Welcome Back'.

The 60-second spot, which was created by long-time agency Wieden & Kennedy, takes a tour through Woods' glory days (from his early TV appearance as a kid to his legendary shot-making in his prime) and is summed up by the copy line 'When Tiger plays golf, the world watches. Welcome Back.'

The video was amplified across the usual Nike digital and social channels.

"It is remarkable to see him make it through such a tough period of injury," Martin Buckley, global VP and GM of Nike Gol.

"Tiger being back in contention has brought incredible energy to the sport, the fans and to the brand. The passion and excitement he brings to the game are unparalleled."

The Tiger Woods specific spot was preceded by a more general Nike Golf campaign - also featuring Woods alongside other Nike golf endorsers - called #ChaseYours.

This general Nike Golf marketing initiative spanned TV, OOH, print, digital, social, in-store and a mobile #ChaseYours experience that also operated as a road tour purchasing platform.

Comment

What remains remarkable is Woods' advertising appeal.

With 5.7m Facebook views and 4.5m YouTube views during the four days of The Masters tournament, it seems there is plenty of consumer advertising and commercial appetite around still for Tiger Woods.

The hype wasn't quite justified as Woods finished tied for 32 place on +1. Which nevertheless, marks a major improvement on his inability to compete in the year's opening Major in the last few

years.

Not surprising that Nike activated around Woods so heavily even when another, albeit vastly less popular Nike golf athlete actually won the tournament.

It seems Nike may just reap some rewards from the loyalty the brand showed by sticking by Woods through his 2009 sex scandal and subsequent social, alcohol and drug-related and sporting battles continuing to activate around him with campaigns like this 2018 work, its 2013 'Re-Emergence' initiative (see case study) and even the famous 2010 'Tiger & Earl' controversial mea culpa morality campaign (see case study).

Unlike several other Woods endorsers - such as including Gatorade, AT&T and Accenture - who backed away from the star during his troubled period.

According to Forbes figures, Woods still earned \$37m in endorsement income last year (down from the \$100m he took in during his peak playing and earning days).

The player's star power showed up just last month when NBC generated strong ratings for the fairly low-profile Valspar Championship which saw Woods return to form and finish second.

We'd also mentioned that as recently as late November 2017 tyre giant Bridgestone took a similar creative and messaging approach to activating around its Woods ambassador association with an uncannily similar titled campaign called, err, well, 'Welcome Back Tiger'.

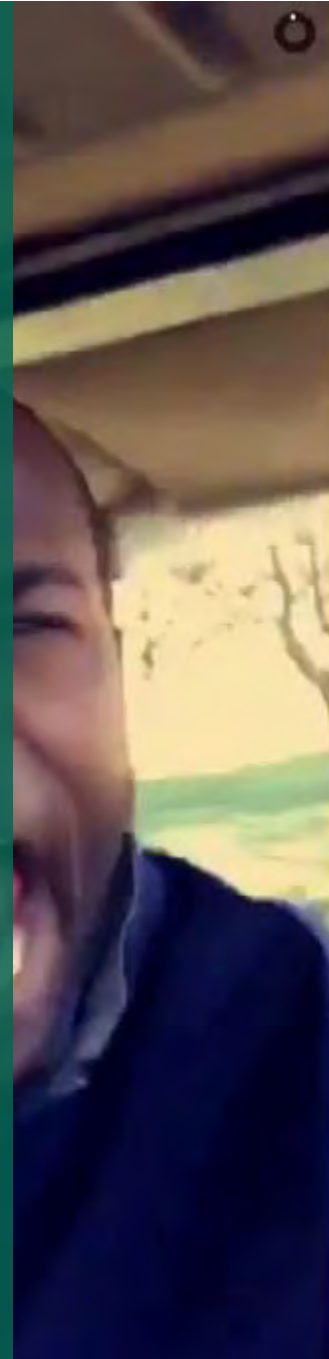






Rights-Holders

JORDAN WITH THE EAGLE



'Live Under Par' PGA Tour

Amazing shot! There's no one else like @TigerWoods!! #liveunderpar #PGATOUR

Did you see that?!!

WOW!!

Will he strike? Yes please!!
@TigerWoods #liveunderpar #PGATOUR

AAAAAAAAAAAAAAAAAAAAAAAAAAAA

The Big Cat is UNSTOPPABLE!
@TigerWoods #PGATOUR



run

he PGA Tour leveraged a spike in golf interest following The Masters with the launch of a new brand campaign that sees it cut its 20-year-old 'These Guys Are Good' slogan for an approach that stresses the fans as much as the players called 'Live Under Par'.

Launched on 10 April and leveraging peaking golf interest driven by The Masters, the campaign's ambitious objective is a transformative one as the PGA Tour's marketers aim to reinvigorate the fan base and simultaneously draw a new, younger audience.

The key change compared with previous PGA work is that the new creative augments classic golf action-led assets that focus on the skill sets of the stars and technical aspects of play with softer, more fan-focused social and softer content.

This ranges from the spectator tournament experience to the social lives of the golfers when they're not training or playing golf and will bring the players, fans and content to audiences via their screen of choice wherever they are

The campaign, developed in harness with LA-based branding and marketing shop Troika, spans television, print and OOH, as well as living across all digital and social-media channels.

The new creative has more emphasis on audience-reaction shots in the TV spots linked to Twitter exchanges posted in real time during play.

A pair of launch films spearhead the new campaign: 'Together' (which comes in a 1-minute 18-second official trailer and a 30-second commercial version) and 'Attraction' (which also comes in both long and short forms).

The new approach follows on from a PGA Tour audience study showing that while committed golf fans look to broadcasts for the technical content you'd expect (eg tips and advice on their own games), other demographics like Sports Socialites (who make up nearly a quarter of golf's viewers) are seeking far more social and interactive content (eg player access and the opportunities and platforms to socially connect with likeminded others).

So, through the campaign launch first 24 hours, the Tour deployed multiple content pieces (often in partnership with asset-referenced play-

ers) across different social platforms that promoted the importance not just of social interaction but also showing that the Tour and its stars are about so much more than just golf.

"These Guys are Good" did an outstanding service in 20 years to establish the PGA Tour as the preeminent golf league, but it had the camera locked down inside the ropes," explained PGA Tour chief marketing officer Joe Arcuri.

"It was more of a spectator view than watching these guys practice their craft. The new campaign goes beyond competition to capture moments [such as] how they interact with fans, and charities. We pulled the camera back and are capturing all those moments that happen week in and week out."

"The campaign is there to pivot the brand, to make it more modern, fresh and fun," added Troika ECD Gil Haslam.

"The product was always fantastic. What we wanted to do was open it up and provide the authentic, 360-degree view."

The new tagline itself, 'Live Under Par', is a dual-meaning catchphrase that links golf life on and off the course and is 'ownable'.

One key golf USP is, according to Haslam, the fact that fans can stand very close to the players they admire compared to other sports. He argues that nothing else gets the supporter this close to the stars and to the action.

Few other sports, he says, have golf's player proximity, few other sports enable the fan to stand on the field of play.

This is one thing he believes can be emphasised to drive home the powerful connection of players to fans.

The new work emphasises the audience experience and fan participation.

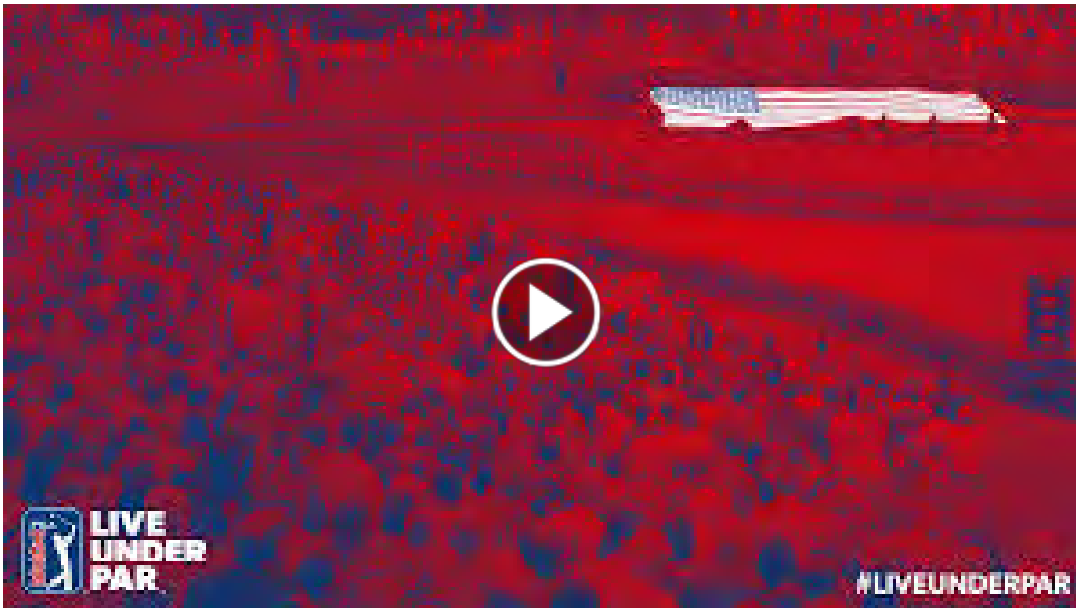
This new blockbuster golf campaign - an integrated, multi-channel brand platform which the PGA Tour believes will run for some considerable time - also follows on from several recent PGA Tour fan-friendly rules changes that aim to open up the live at-tournament golf experience: such as changing its smartphone policy to enable fans to take photos and shoot video of the tournament action.)



**LIVE
UNDER
PAR**

FLIVEUNDERPAR





Comment

We think that mixing the fans and the players is a sensible approach to activating a sport so often considered elitist and inaccessible (although the new tagline does sound a touch elitist to us).

But showcasing the full, rounded and fun fan experience alongside the skills and passionate personalities of the players makes sense.

Plus, using an approach based on great golfing stories also seems like the right strategy.

Personally, the team at Activative would favour a significantly more revolutionary approach with stronger measures and a more complete repositioning.....but that's just us.

Only time will tell whether this new marketing approach – surprisingly, the first in a generation – can refresh the sport.

Given golf's ongoing struggles, the new campaign – designed to kick-start another glory era like the one spearheaded by Tiger Woods two decades ago – comes at a critical time.

Despite Woods' 2018 Masters return and the associated ratings rise and marketing spike (see case study), the sport of golf in general is in decline (from club numbers, to TV viewers and participants) and it faces challenges everywhere it looks: from the time it takes to play a round, its slow pace and its lack of eco credentials, to its white middle class male stereotypes, the sport's never ending set of rules and regulations and the high price of playing (not to mention how difficult it actually is to play).

The new work replaces the PGA Tour's previous 'These Guys Are Good' brand platform which was launched back in 1997 and was led by a video series spotlighting star players (such as Dustin Johnson, Luke Donald, Bubba Watson and Matt Kuchar) through slow motion footage of booming drives, miraculous bunker escapes and pristine putts drained in tight focus.

The idea was that the slo-mo's and the very close-ups offered a way for fans to see just how good these tour professionals really were.

But has the change gone far enough?

We think not!

Surely, sometime soon, someone, if not the PGA or the European Tour, will launch a revolutionary new short form, fast-paced format that adapts to the shortening attention spans of younger viewers by offering deep-seated, systematic change that spans everything from music and lighting, to prize money, accessibility and participation.



Graeme McDowell @Graeme_McDowell
Inspiration lives on both sides of the ropes #LiveUnderPar
1:45 PM - Apr 10, 2018
160 likes 21 people are talking about this



Ryan Palmer @RyanPalmerPGA
Out here, we're believing every putt will drop and every day will be great #LiveUnderPar
5:02 PM - Apr 10, 2018
105 likes See Ryan Palmer's other Tweets





I MADE THE TOUR!

LIVE UNDER PAR

#LIVEUNDERPAR

PGA TOUR

A man with a beard and sunglasses is smiling, with a young boy sitting on his shoulders. The boy is wearing a grey cap and a blue polo shirt, giving a thumbs up. To the right, a woman in a blue polo shirt and a dark cap with the Titleist logo is cheering with her right arm raised. The background is a clear blue sky. The entire image is framed by a red border.

IT'S NOT JUST A WAY TO PLAY... IT'S A WAY TO BE.

LEARN MORE

LIVE UNDER PAR

#LIVEUNDERPAR

A red background with white and blue text. At the bottom left is the PGA TOUR logo.



YOU DON'T NEED A CLUB IN YOUR HAND TO LIVE UNDER PAR

#LIVEUNDERPAR

LIVE UNDER PAR

A dark blue background with white and red text. At the bottom left is the PGA TOUR logo.



Ambushers





'Dilly Dilly'
Bud Light

*Dilly
Dilly*



Building on the memorable/annoying ‘Dilly Dilly’ catchphrase introduced during its Super Bowl campaign earlier in the year, Bud Light continues its tactics of leveraging the line through sports events by sending 1,000 shirts and caps bearing the catchphrase to Augusta for the 2018 Masters.

But in response, the famously controlling custodians of the Augusta National Golf Club apparently banned the marketing slogan from the tournament.

According to UK golf magazine Bunkered, whose reporter Bryce Ritchie broke a story that amongst the list of phrases that will get spectators ejected immediately from the tournament was Bud Light’s ‘Dilly Dilly’ ditty.

Sensing a marketing opportunity, or perhaps deliberately creating one, Bud Light’s medieval monarch and his social media marketers are royally offended by this golfing decree and aren’t backing down from the tournament challenge.

Indeed, using its social media channels, Bud Light tweeted out a response from its fictional king (who, it seems, is called King John Barley IV).

This Twitter proclamation says:

“Your king hath received word that the guards of the Green Jacket plan to escort any patron who dare utter Dilly Dilly off yon premises. Except for myself, I am against tyranny in all forms. So I have instructed my royal tailors to make 1,000 Dilly Dilly shirts that shall be delivered to Georgia in time for the festivities. For if thou cannot say Dilly Dilly, thou can still wear Dilly Dilly. Yours in friendship and beer, King John Barley IV.”

Comment

Fake news?
 Perhaps?
 (After all, this story did emerge on 2 April.)
 Smart ambush activity?
 Definitely!

Bud Light’s creative agency, Wieden + Kennedy New York, initially introduced the now familiar phrase in late 2017 and it formed the centrepiece of the official NFL beer brand’s multi-platform medieval Super Bowl marketing initiative and follow-up creative pieces.

Since then it has gained some traction as a celebratory phrase yelled out at social and sporting events across the USA.

Not entirely dissimilar slogan strategy from sister brand Budweiser’s famous and award winning ‘Whassup’ catchphrase campaigns back in the mid 2000s.





Our King weighs in on the Dilly Dilly ban.

9:52 PM - Apr 3, 2018

9,392 likes 4,695 people are talking about this



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