



CONTACT INFO

ANDREA IRANPOUR
ANDREA@SOUTHPORTMKTG.COM
805.499.5303 X110
SOUTHPORTMKTG.COM

CAMPAIGN: TAYLORMADE GOLF STEALTH LAUNCH
CLIENT: TAYLORMADE GOLF
AGENCY: SOUTHPORT MARKETING

TaylorMade Golf launched the first-ever Carbonwood turning the golf market upside down with excitement. Moving from Titanium to Carbon on the face of the driver is the biggest change in golf in more than 20 years. As part of the launch, TaylorMade wanted to build large brand awareness and did so with activations at two

PGA Tour events – the Farmers Insurance Open and the Genesis Invitational.

Southport Marketing created multiple activations elements including – a Stealth Driver hitting bay, an outdoor golf lounge to view the tournament, and a lounge for consumers to see the newly launched MyTaylorMade+ App. TaylorMade also added the TaylorMade PGA Tour Truck for consumers to tour the big rig and see where the Tour Pros have their clubs dialed in. It created a NASCAR-like setting - really letting fans behind the scenes and “into the pits”. More than 4,000 consumers engaged with the experiences provided by TaylorMade.

