



The R&A
International Golf
Conference 2023

GOLF'S **GOLDEN** OPPORTUNITY

Matt Hunt
Brand Positioning

R&A



BRAND POSITIONING...

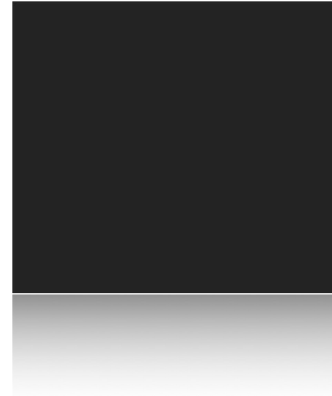
Classically
we express
positioning
in these
terms...



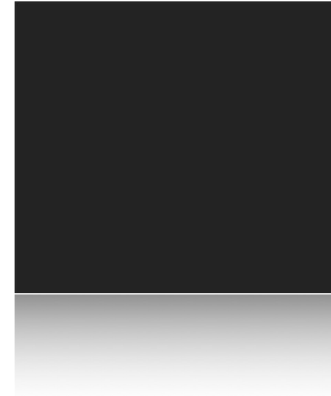


But why is it important?

Imagine two similar products in a category as we have here...



PRODUCT A

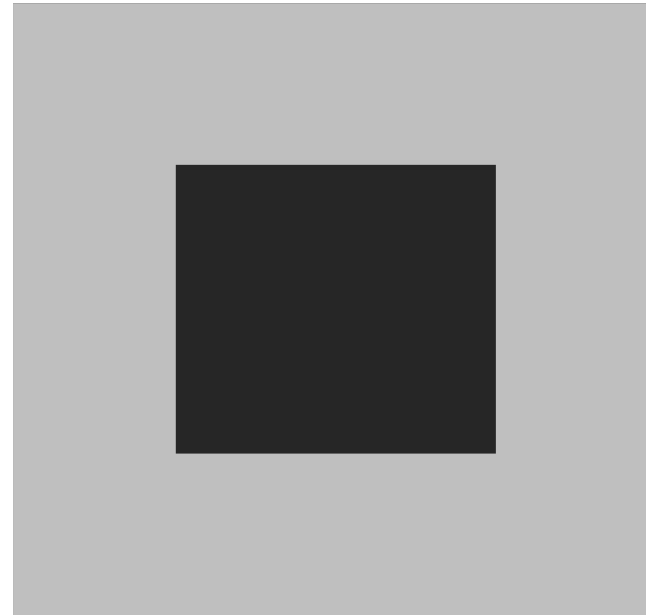


PRODUCT B

Building compelling associations around them frames & changes the way they are perceived

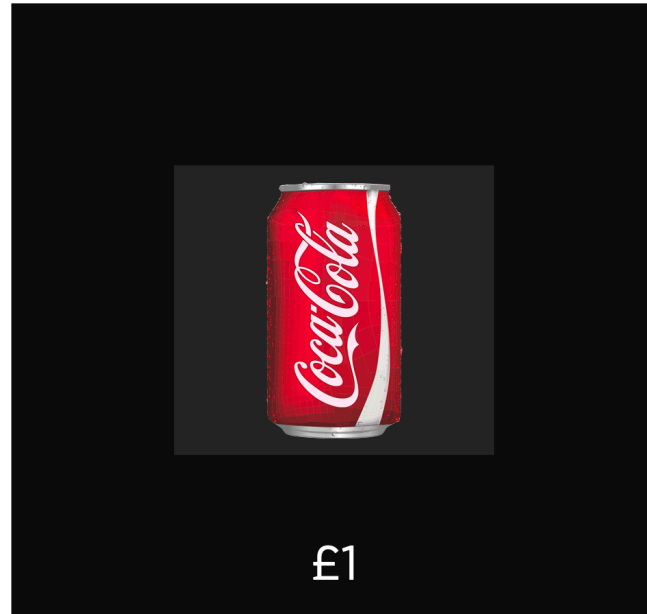


**PRODUCT A
BRAND X**



**PRODUCT B
BRAND Y**

Brands understand this is how they build competitive advantage



PRODUCT CARBONATED SODA



PRODUCT CARBONATED SODA

PEPSI has
been telling us
for years
that their
brand tastes
better

70% OF THE UK PREFER
THE TASTE OF
PEPSI MAX

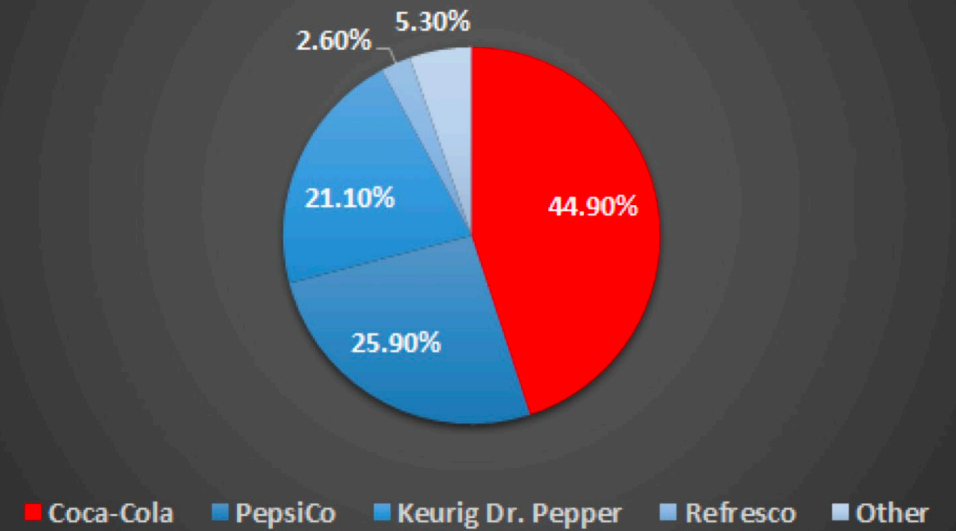


pepsi

But Coca Cola dominates by ~2:1

By consistently creating a watertight set of memory structures in the mind of the consumer to combat them

Market Share of leading Carbonated Soft Drinks in US in 2020



So what can we learn from other brands that can help the way we think about positioning...

?





And apply this to golf?

'If I could teach the world to swing, in perfect harmony' - as Coke might say

Some sporting case studies...

Wimbledon is a timeless classic

Applying the power of timeless consistency

Based on a set of distinctive set of values and beliefs

Pride through placement
Elegance through restraint
Dedication through detail



IN PURSUIT *of* GREATNESS

Forward, together

Enhance perceptions of trust and credibility with audiences who seek excellence in performance

The future faster

Formula 1 has always been ahead of the future

Go global

Formula 1 leads the way in frequency, footprint and fan base compared to all other sports

Synonymous with success

Thrilling fans

70 years of high-octane competitive drama

ENGINEERED INSANITY



And Formula 1 creates value for itself..

...By understanding its distinctive core attributes that translate into a single-minded compelling and thrilling creative message

Or this latest campaign from Ascot?

This brand consistently taps into a consumer truths to elevate its status





Or this campaign from World Rugby introducing the sport to a new audience

Tackling deep-rooted prejudices head on - that Rugby is a man's game.

When it comes to football - the game has moved on

Success has meant that at a societal level football for girls is normalised so they can focus on other benefits

Have Fun!

LoL

The perfect way for girls aged 5-11 to get involved with football

TIME AND DATE
Starting Saturday 3rd July 9.30-10.30am

LOCATION
Greenfields School Pitch, Green Lane, Hartley Wintney, RG27 8DQ

NEXT STEPS
Head to thefa.com/WeetabixWildcats to book on to a session, or for more info contact us via: HWJFCWildcats@gmail.com

Wild CATS
GIRLS' FOOTBALL

Play Football

Wild CATS
GIRLS' FOOTBALL

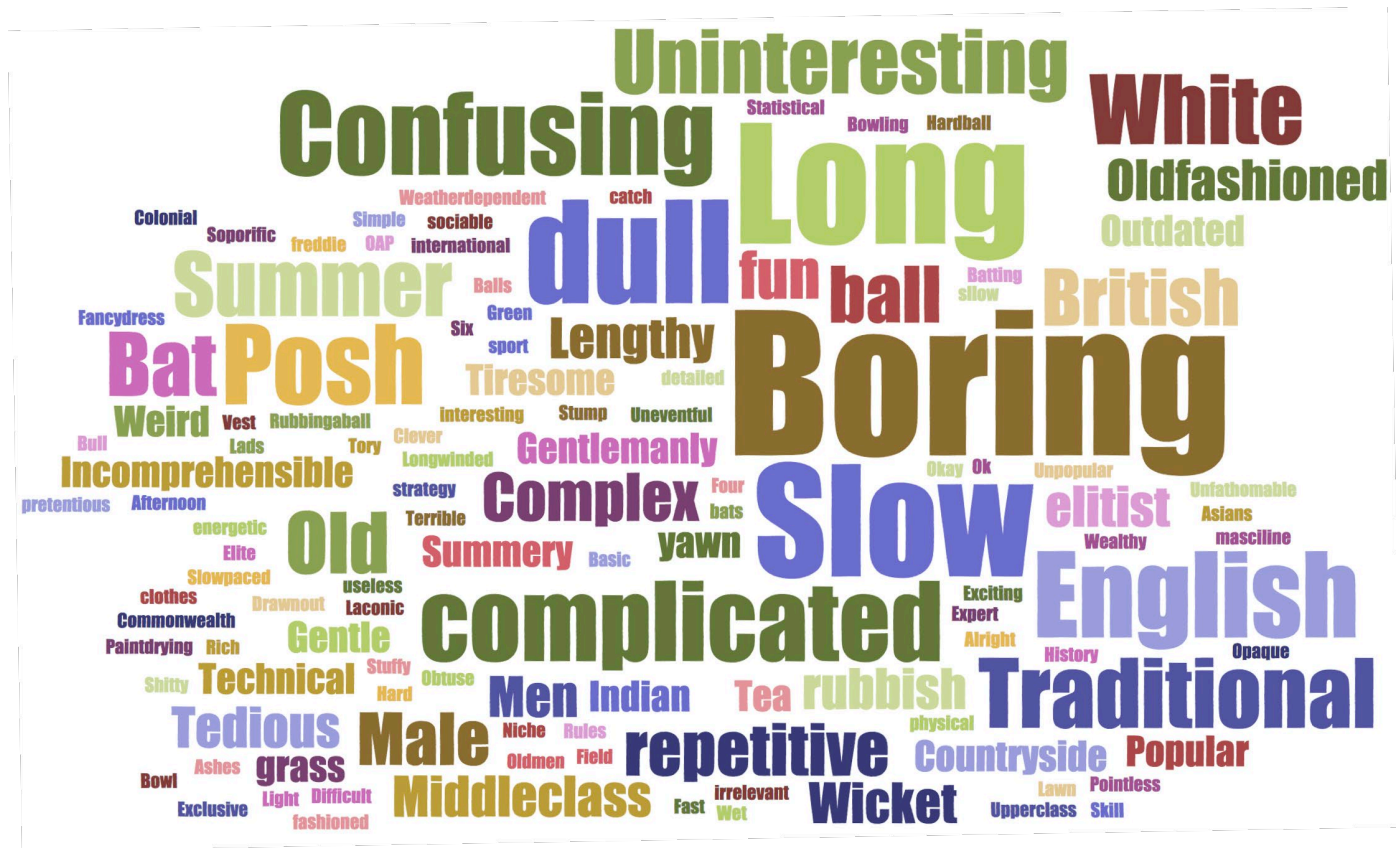


And tennis borrows from the language of video games to make its sport accessible

Encouraging participants to level up in a graphic language that they are used to...

While in the last five years cricket faced a different problem...

Only 19% of U35s in the UK would consider themselves at all interested in cricket.



THE HUNDRED

So they invented a brand new format to transform the game and open it up to new audiences

A game where
'EVERY BALL COUNTS'



LONDON
SPIRIT



MANCHESTER
ORIGINALS

SUPER
NORTHERN
CHARGERS



SOUTHERN
BRAVE

TRENT
ROCKETS

WELSH FIRE
TÂN CYMREIG

CRICKET

REINVENTED

IMAGINED

REMASTERED

REBORN

And tennis -
famed for its
promotion based
on rivalries

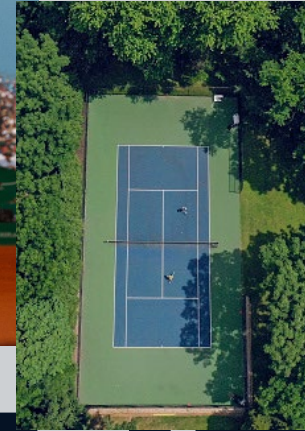
For years the sport has consistently
pedalled a gladiatorial image and
battling narrative of its biggest stars



Is shifting its focus to attract a new audience motivated by different values

**TO BE THE LEADING
EXAMPLE OF EQUITY
AND INCLUSIVITY
IN INTERNATIONAL SPORT.**


NATURAL
AUTHENTIC
OUTDOOR
TRUE



THE AESTHETIC OF TENNIS



RAW
HONEST
GENUINE
ORIGINAL



So when it comes to golf we must start by defining those values that make it **distinctive**, tapping into truths that all will agree with - that lead to a compelling ownable **benefit for our audience**