



The R&A  
International Golf  
Conference 2023

# AUDIENCE LED POSITIONING

GARETH BALCH, CEO & CO-FOUNDER, TWO CIRCLES

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Those that know audiences best;  
win **biggest**



# People



# Engaging with Golf



Play



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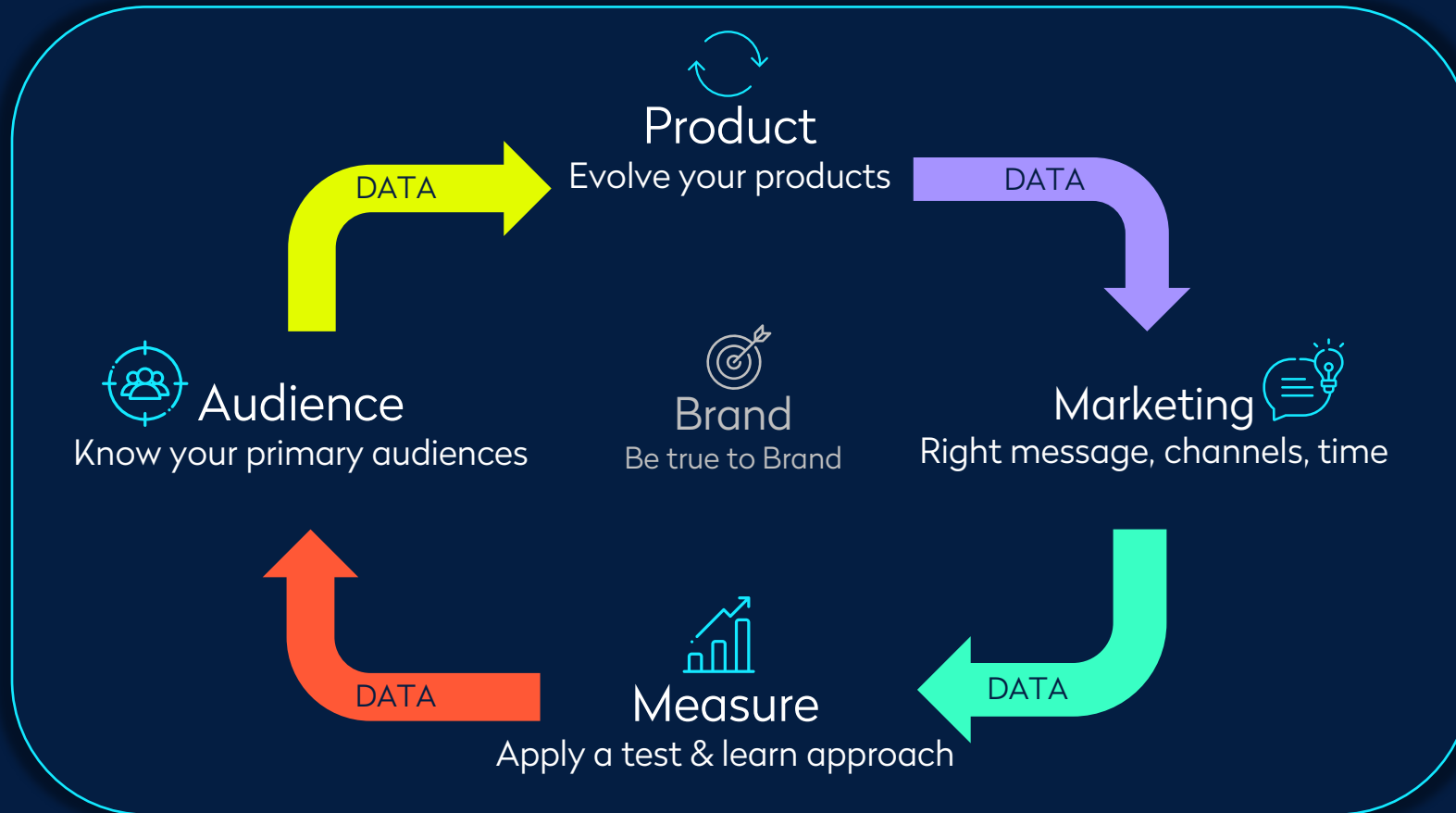
Attend



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# Audience Led Positioning

People



Engaging with Golf



Play

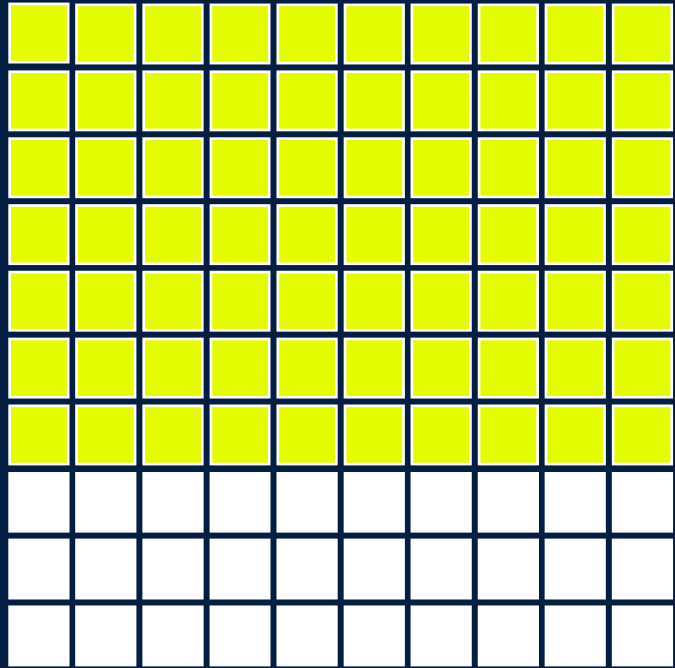
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# People love playing, attending & following sports

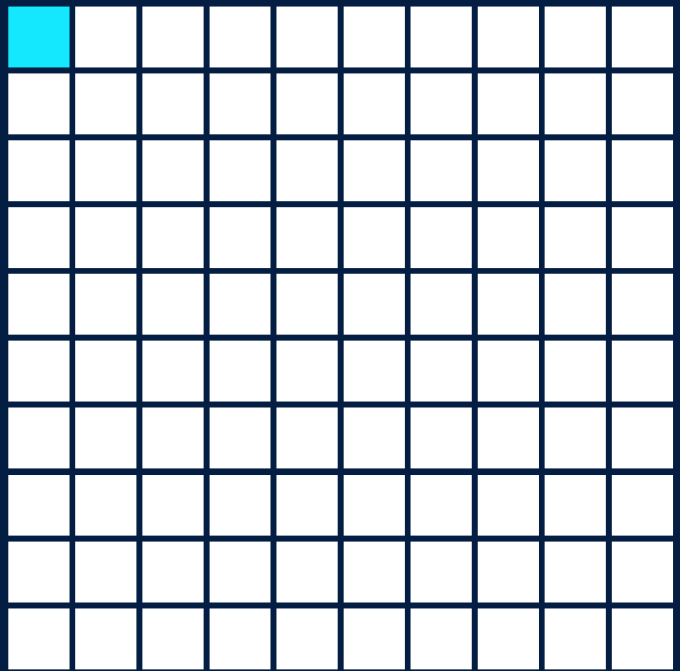


People in the world!

Sport Interested



# But we've built sports for a minority of those people

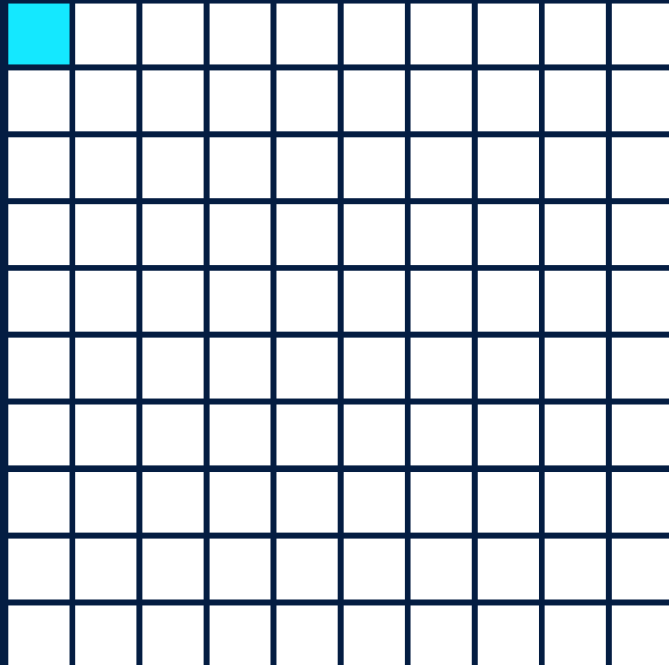


Primary audience of the majority of mass market sports products to adults for the last 60 years

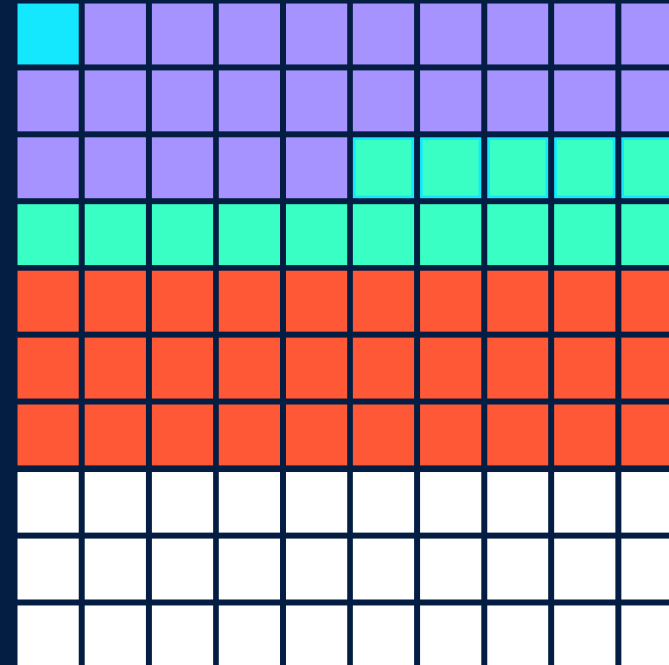
Wealthy, western white males, 35-64



# Sports are discovering new primary audiences



Primary audience of the majority of mass market sports products to adults for the last 60 years



The primary audiences served following this generation of sports marketing

Wealthy, western white males, 35-64

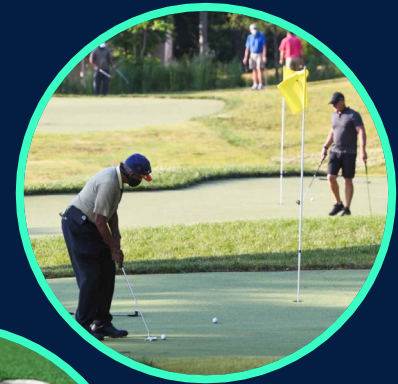
Females

Under 35 white males

Other 35-64 males,

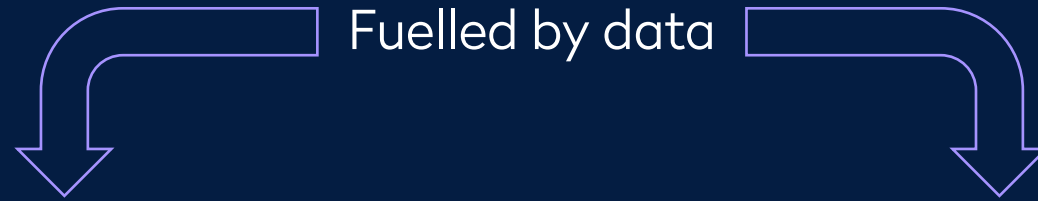


# Golf is busy evolving it's products to get the fit





# Right message, channels, time



## Right message

Content | Tailored messaging | Tone of voice

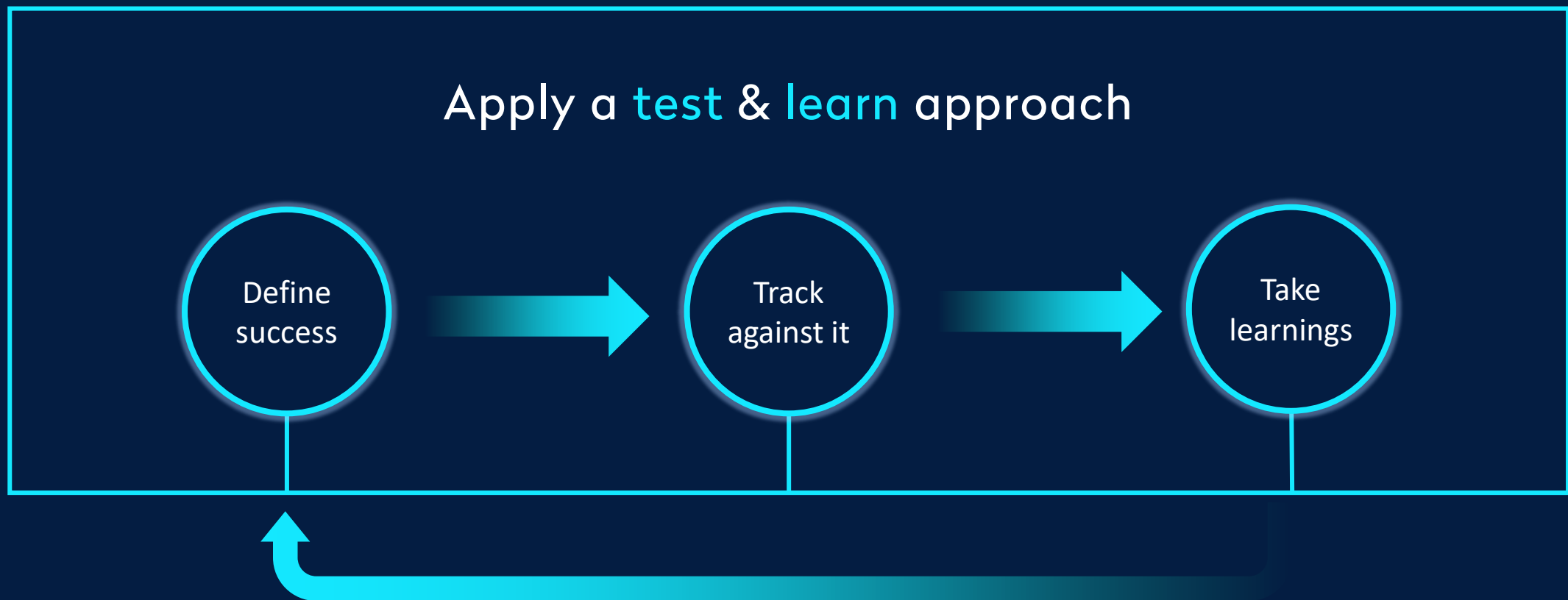
## Right channels

Multi-channel | Cost effective

## Right time

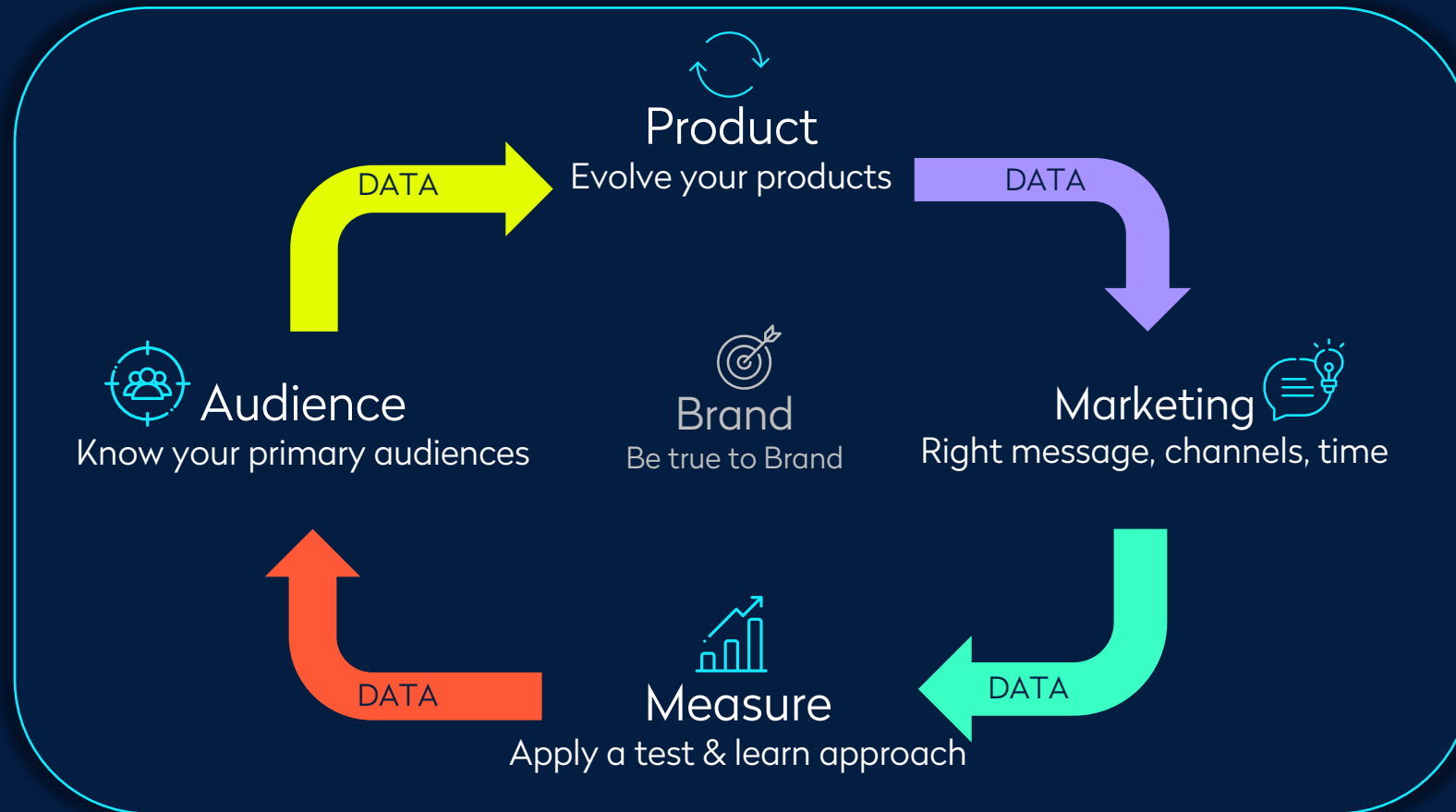
Planning | Phasing | Time of Day





# Successful sports organisations will...

People



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# Who does it well?



THE HUNDRED



R&A

THE OPEN

THE ONE CLUB

The One Club  
The Major Evolution



INTERNATIONAL  
PADEL  
FEDERATION



WE MAKE BASEBALL FUN.  
FANS FIRST. ENTERTAIN ALWAYS.



SUNCORP  
SUPER  
NETBALL





**THANK YOU**