



The R&A  
International Golf  
Conference 2023

# GOLF'S **GOLDEN** OPPORTUNITY

PHIL ANDERTON, EXECUTIVE DIRECTOR – GOLF DEVELOPMENT, The R&A

R&A



# Positioning of Golf

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“The whole reason for **positioning** is to get primary audiences to associate a number of **desirable benefits and qualities** with your specific products, so they choose you over alternatives”

**Sergio Zyman:** *The Coca-Cola Company*

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“Your **primary audiences** are the **low hanging fruit**: those who already choose you and the most likely prospect segments who have a similar set of needs that your products can satisfy”

**Sergio Zyman:** *The Coca-Cola Company*

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# Positioning Matters

**Product**

Positioning

**Promotion**

**WHY DO BRANDS FAIL?**

REASONS FOR BRAND FAILURE.



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