

GOLF'S GOLDEN OPPORTUNITY

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



Positioning of Golf





"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





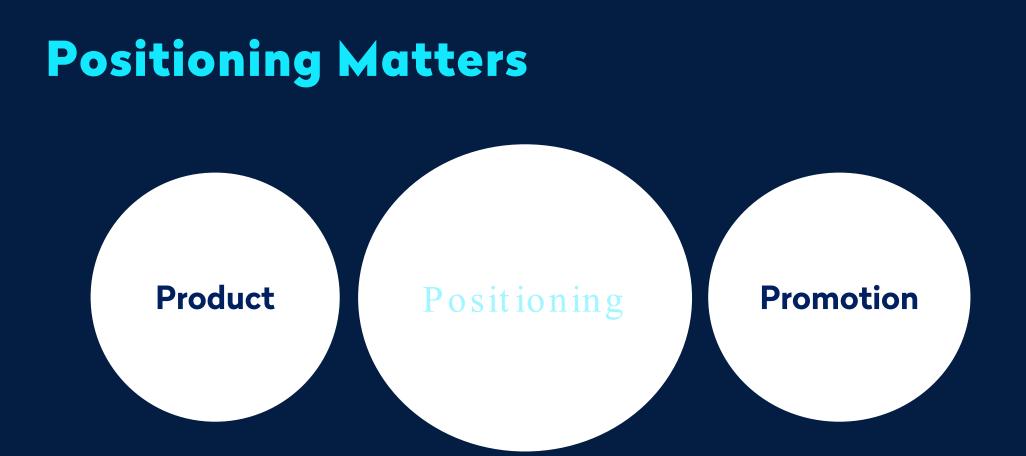


The R&A International Golf Conference 2023

"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





WHY DO BRANDS FAIL?

REASONS FOR BRAND FAILURE.



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