



## Nike Golf: Creating a New Position in a New Category at the PGA Show

### **Situation**

Nike Golf retained Tom Gable's previous firm, The Gable Group, to help the company prepare for the 2001 PGA Merchandise Show, the golf industry's most important trade show of the year. Nike was coming off a stunning 2000, thanks to the success of Tiger Woods, who endorsed their products and whose winning record spurred popularity of the new Nike Precision Tour Accuracy golf ball. For the show, Nike needed to keep its momentum and build more credibility, but had no major announcements to make or products to launch. Tom Gable led the team, which met with Nike Golf's marketing staff at its world headquarters outside Portland, Oregon, to research Nike's vision, company direction and product development plans in order to come up with a positioning platform and trade show strategy that would support Nike Golf's growing brand.

### **The Plan**

Tom and his team worked with Nike Golf to position the company as dedicated to becoming an authentic golf company with a mission to help committed golfers improve their performance. The agency developed message points for all product categories and business operations, tied them to the overall positioning and incorporated the themes and corroborative messages into a new media kit. The kit also served as a training tool for Nike Golf staff prior to the show, to ensure consistent communications with retailers and other key audiences. The Gable team conducted a pre-show media relations blitz to secure appointments and interviews with Nike Golf executives at the show.

### **The Results**

The show was the PR equivalent of winning The Masters. Nike Golf received massive coverage related to the show from the global golf trade, as well as *CNN/SI*, *Fox Sports News*, *USA Today*, *American Way*, *Celebrated Living*, and many other lifestyle and recreational media. Most media captured the desired position and cited the vision of Nike Golf. Booth traffic was extremely high, and sales representatives reported they exceeded their projections for orders well before the show ended.