



## Using Kennedy Space Center and Media Relations To Launch New TaylorMade Clubs and Balls

### *Situation*

The Gable team was retained to build a strategic program for the biggest new product launch in TaylorMade history at the PGA Merchandise Show in Orlando, just two months away. TaylorMade had selected a venue for a dinner launch event, the Kennedy Space Center, but had zero media materials, lists, plans for on-floor interviews or activities, or any other public relations effort.

### *The Plan*

The agency team jumped into immediate research and planning and presented a detailed action plan for approval in one week to both implement a successful short-term launch and position TaylorMade for the long-term as the new technology leader. The plan components: creating customized media kits, personal direct mail and email contact with the media, media and presentation training for every manager and sales person who would be on the floor of the show, building buzz in advance through personal contact with influential media, scheduling interviews, planning for on-floor coordination of all interviews, pre-event distribution of product, and details for increasing post-launch momentum.

### *The Results*

The launch event at Kennedy Space Center was the highlight of the show and attended by more than 700 media and retailers. The agency secured promotional sponsors, including Anheiser-Busch and Frito-Lay, and exclusive coverage over The Golf Channel. More than 50 interviews were conducted on the floor of the show. Relationships were built with key writers and editors for ongoing coverage and to establish TaylorMade designers and managers as expert in the field. The Gable team significantly expanded coverage of Taylor Made-adidas beyond its golf media niche into mainstream business and consumer publications with placements in *Barron's*, *World & News Report*, *GQ*, *Women's Sports & Fitness*, *New York Times*, *Los Angeles Times*, *Washington Post*, *USA Today*, *Esquire*, *The New Yorker*, *CNN*, *Wall Street Journal*, *Travel & Leisure Golf*, *Popular Science* and *Sports Illustrated*, in just the first six months. The agency team also submitted some of the new clubs for design competitions, resulting in awards from *Business Week* and *Popular Mechanics*, among others. Media coverage started immediately and continued

unabated for six months, supporting increased sales for TaylorMade and its positioning as the technological leader in golf manufacturing.

According to adidas-Salomon (Taylor Made's parent company) earnings releases, the Taylor Made-adidas brand achieved a very positive improvement in sales and earnings in the first half of the year, despite an overall industry slump. Taylor Made-adidas brands recorded strong sales growth in Europe and showed significant improvements in Japan.

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