



## SCENARIO

The PGA Tour has an aging fan base. For the Tour to continue to grow, marketing executives must find ways to reach a younger audience. Fortunately, several of the most popular players on today's PGA Tour are young athletes, presenting an excellent opportunity for marketers to connect with a younger generation of golf fans.

In addition, recent reports suggest a massive explosion in participation rates of those playing golf, not only on courses across the United States, but also at venues like TopGolf and indoor golf simulators. The increase in participation could present a unique opportunity for the PGA Tour to grow its brand and generate more interest among younger consumers.

## YOUR CHALLENGE

You are part of the PGA Tour's marketing staff. The Tour's CEO has asked your team to create a strategy for building a larger audience in a younger age group. You must provide a report detailing your recommendations for growing the sport by targeting a more youthful demographic. Your report must include, at a minimum, the following information:

- Identification of target market
- Description of consumer behaviors within that target market (what do they like, dislike, how do they consume the product, etc.)
- Development of a specific plan for reaching and engaging with that target market in a way that will help the PGA Tour to become more popular with a younger demographic

As you develop a response to this case study, think about whether your strategy addresses the following (and think about why each might be important to the overall success and potential growth of the PGA Tour):

- Will more fans follow individual players on the tour on social media?
- Will more sponsors want to support the tour?
- Will more spectators come out to watch Tour events?
- Will more fans tune in to watch on television?
- Will more fans be engaged with your various digital platforms (streaming video, website, social channels, PGA Tour app etc)?
- Will more people want to play the game of golf?

## PRESENTATION

Be prepared to present your strategy in class. Include visuals where applicable and be sure to effectively communicate how your ideas will help connect with a younger audience. Remember, your goal is to help the PGA Tour to build a younger fan base, and your presentation must illustrate concepts that will help tap into an increase in the sport's popularity in a way that will resonate with a younger demographic.

Good luck!