



# 9 WEEKS & 1/2

NATIONAL GOLF INTRODUCTION PROGRAM



**Programme Presentation**

St Andrews

27.04.2022



## THE CONTEXT

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Over the last 70 years, the Portuguese Golf Federation (PGF) is the body that oversees the sport in our country, currently\* representing about 15.600 affiliate members (38% of which are foreigners) and 117 active clubs.

We strongly believe there are about 35,000 players in Portugal.

Our mission is to promote and support the development of plans, programmes and projects that communicate the benefits of golf to the individual and local communities, and that encourage the continued practice of golf, in an accessible and integrated manner.

\*2021



## Market Survey - The Profile of the Golf Player in Portugal (june 2020)

To better understand the profile of the golf player in Portugal, PGF carried out a vast market survey, having collected a sample of 5.428 valid interviews.



The survey was carried out by Pitagórica, a reputable market research company in Portugal.





# THE CONTEXT

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## The Problem

The vast majority of Portuguese clubs are owned by companies, many of them with real estate interests, presenting a small team of employees, where marketing and communication skills rarely exist. Consequently, they show a passive attitude when it comes to attracting new members, simply waiting for them to walk through the door.



## FPG Think Tank (may 2019)

The PGF gathered in Troia, for 2 days, a group of people, mostly outside the golf industry, to brainstorm the development of the sport in Portugal.



**It was there that the idea of creating the 9 ½ Weeks Program was born**, a national golf initiation program led by PGF.





# THE PROGRAMME

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**9 WEEKS  
& 1/2**

NATIONAL GOLF INTRODUCTION PROGRAM



The National Golf Introduction Program is a methodological proposal with technical and pedagogical foundations for beginners, developed by the Portuguese Golf Federation.



**9 WEEKS & 1/2**

NATIONAL GOLF INTRODUCTION PROGRAM



This programme considers a set of **19 sessions** (2x/week), promoting the joy of the practice in an innovative and relaxed way.



**9 WEEKS  
& 1/2**

NATIONAL GOLF INTRODUCTION PROGRAM







**9 WEEKS  
& 1/2**

NATIONAL GOLF INTRODUCTION PROGRAM



A programme implemented in collaboration with clubs and academies all over the country, which allows golf initiation in only 9 and a half weeks, for an affordable price:

## Programme price: 190€

To be deducted from the membership fee if the attendee becomes a member of the club in the year of attendance of the course.



# 9 WEEKS & 1/2

NATIONAL GOLF INTRODUCTION PROGRAM



In the value of the programme (190 euros), the PGF will include the sports licence of the respective player, provided that he completes the course and, demonstrably, becomes a member of the club where he took the course that year.



This is an advantage that we believe can contribute decisively to the loyalty and retention of programme attendees and, simultaneously, contribute to the much desired increase in the number of members of the adhering clubs.

**DECATHLON**

The PGF has established a strategic partnership with Decathlon Portugal for this programme. In addition to the federation's usual communication channels, the promotion of this programme will be carried out in close collaboration with Decathlon, both in its shops, next to the golf products display, and on the Inesis page of the Decathlon website.



**9 WEEKS  
& 1/2**

NATIONAL GOLF INTRODUCTION PROGRAM



**R&A**

This programme also has the R&A as an Institutional partner.



## OFFICIAL SPONSOR

The association of BPI Caixa Bank Group to the Programme results in the total integration of the development cycle of the sport in our country, as a partner of excellence of PGF.





**9 WEEKS  
& 1/2**

NATIONAL GOLF INTRODUCTION PROGRAM

We have developed a new website  
to support the programme: [JogarGolfe.fpg.pt](http://JogarGolfe.fpg.pt)



And customised printed materials for each adhering club...



BROCHURE



FLYERS



A3 POSTER



**9 WEEKS & 1/2**

NATIONAL GOLF INTRODUCTION PROGRAM

Examples of communication in Decathlon shops...

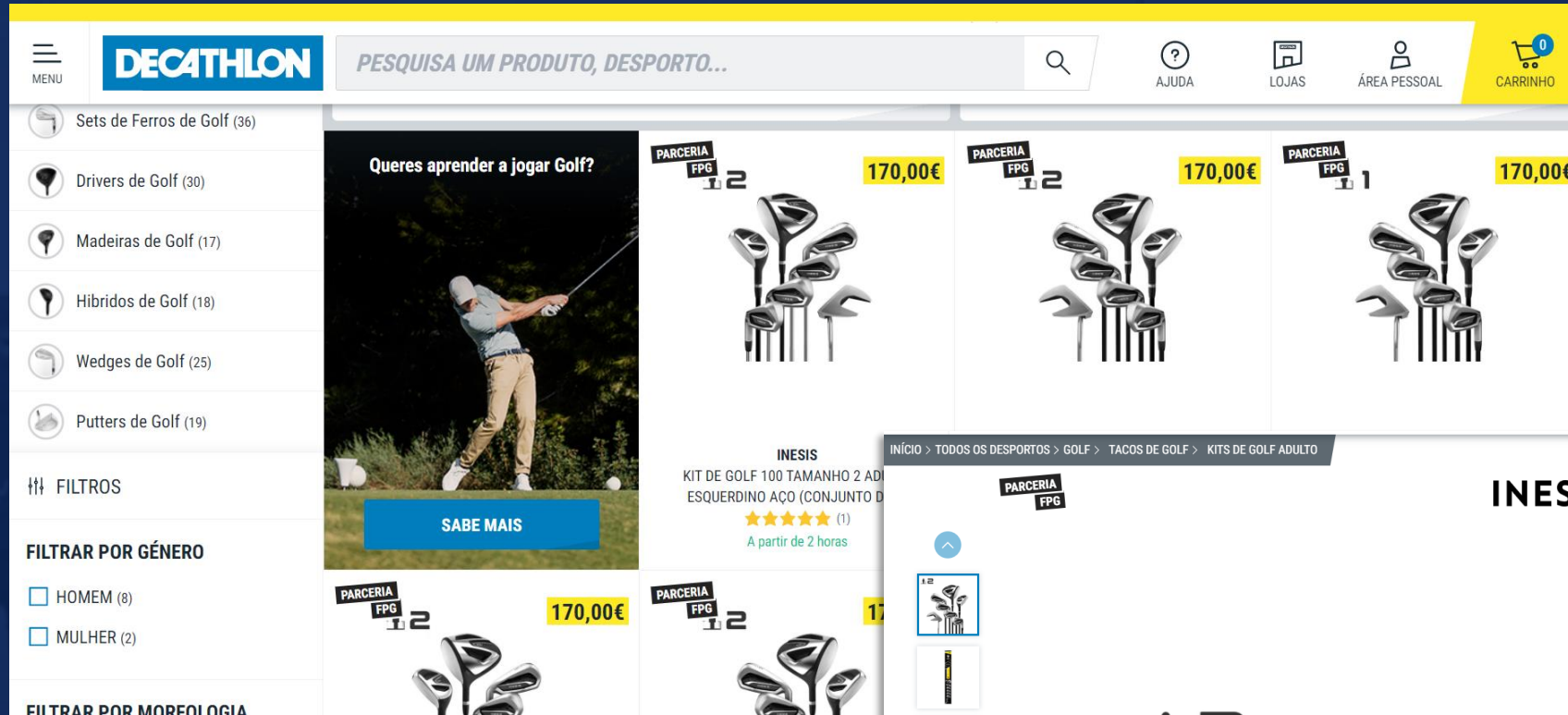


**9 WEEKS & 1/2**

NATIONAL GOLF INTRODUCTION PROGRAM



... and website.



**DECATHLON** PESQUISA UM PRODUTO, DESPORTO... AJUDA LOJAS ÁREA PESSOAL CARRINHO

Sets de Ferros de Golf (36)  
Drivers de Golf (30)  
Madeiras de Golf (17)  
Híbridos de Golf (18)  
Wedges de Golf (25)  
Putters de Golf (19)

FILTROS

FILTRAR POR GÉNERO

- HOMEM (8)
- MULHER (2)

FILTRAR POR MORFOLOGIA

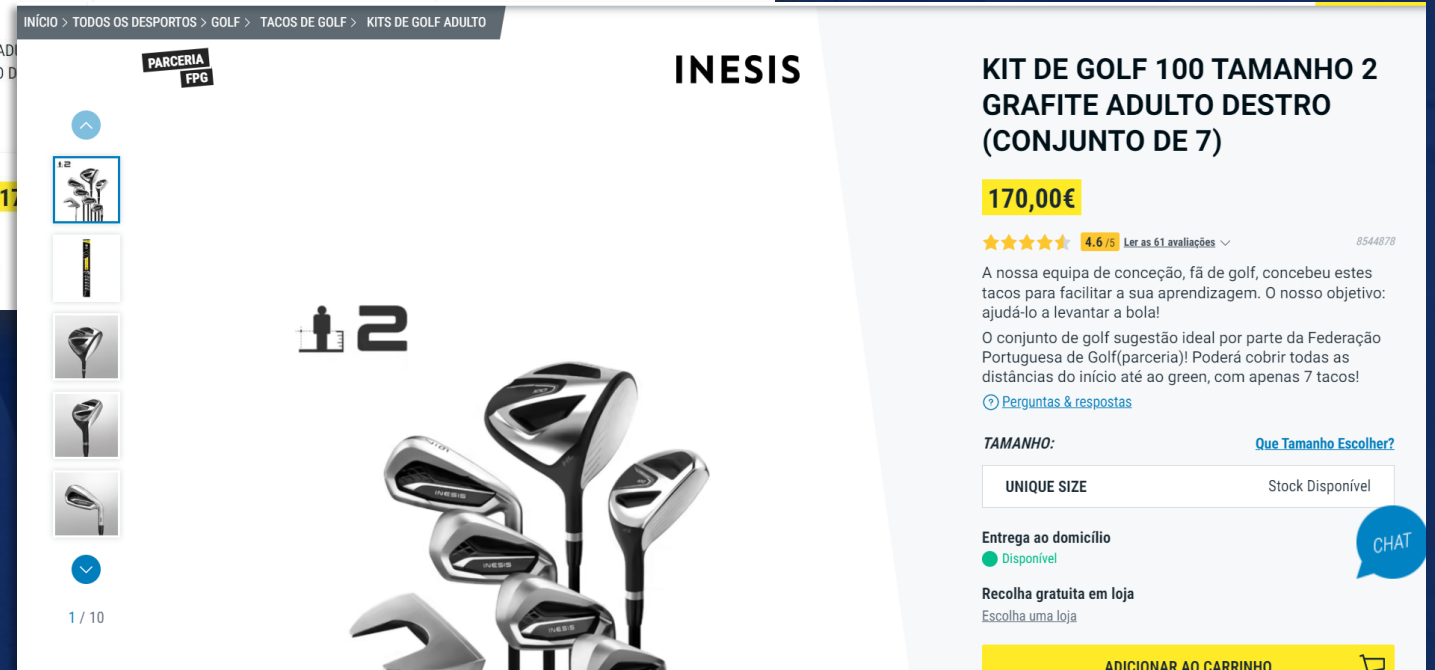
Queres aprender a jogar Golf?

PARCERIA FPG 12 170,00€

PARCERIA FPG 12 170,00€

PARCERIA FPG 11 170,00€

INISIS  
KIT DE GOLF 100 TAMANHO 2 AD  
ESQUERDINO AÇO (CONJUNTO D  
★★★★★ (1)  
A partir de 2 horas



INÍCIO > TODOS OS DESPORTOS > GOLF > TACOS DE GOLF > KITS DE GOLF ADULTO

PARCERIA FPG

**INISIS**

**KIT DE GOLF 100 TAMANHO 2 GRAFITE ADULTO DESTRO (CONJUNTO DE 7)**

**170,00€**

★★★★★ 4,6/5 Ler as 61 avaliações 8544078

A nossa equipa de conceção, fã de golf, concebeu estes tacos para facilitar a sua aprendizagem. O nosso objetivo: ajudá-lo a levantar a bola!

O conjunto de golf sugestão ideal por parte da Federação Portuguesa de Golf(parceria)! Poderá cobrir todas as distâncias do início até ao green, com apenas 7 tacos!

[Perguntas & respostas](#)

**TAMANHO:** [Que Tamanho Escolher?](#)

UNIQUE SIZE Stock Disponível

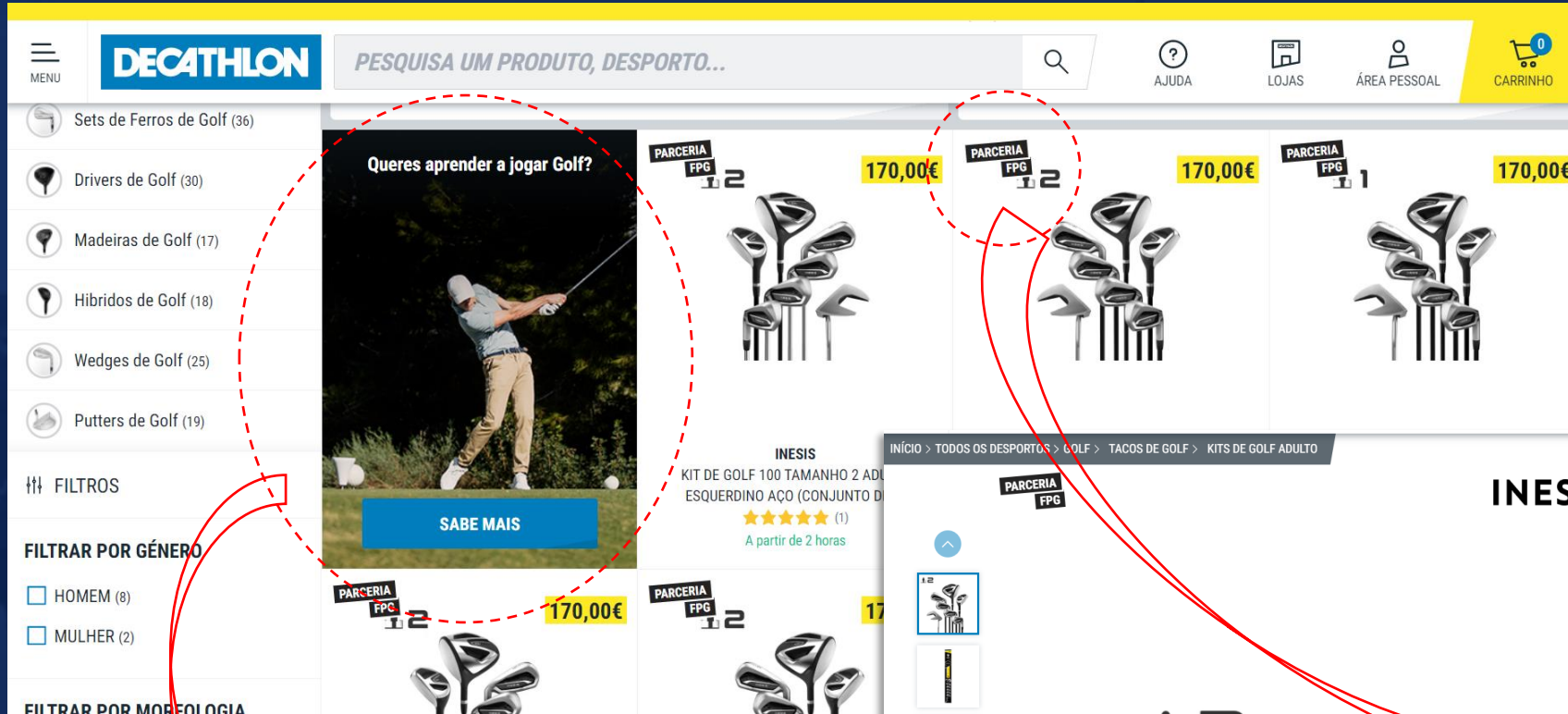
Entrega ao domicílio  
● Disponível

Recolha gratuita em loja  
Escolha uma loja

ADICIONAR AO CARRINHO

CHAT

... and website.



DECATHLON PESQUISA UM PRODUTO, DESPORTO...

Setos de Ferros de Golf (36)  
Drivers de Golf (30)  
Madeiras de Golf (17)  
Híbridos de Golf (18)  
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FILTROS

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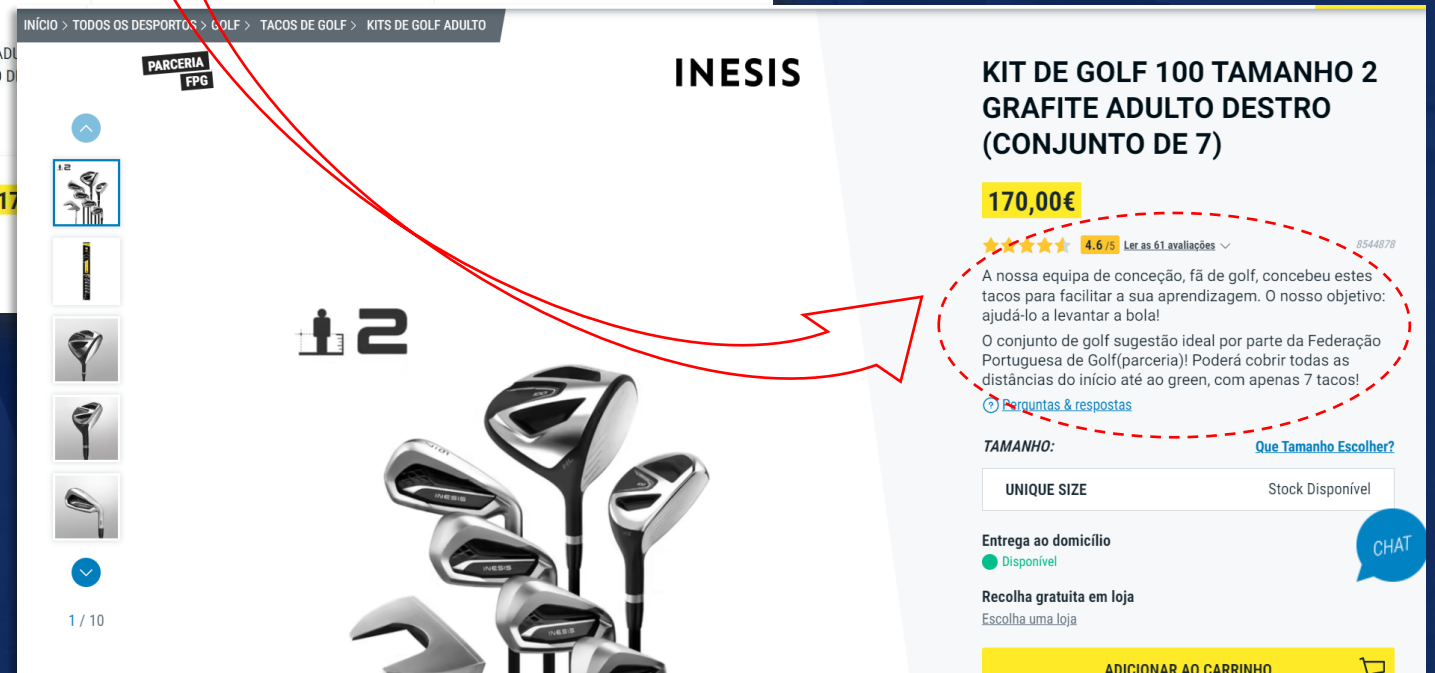
HOMEM (8)  
 MULHER (2)

FILTRAR POR MORFOLOGIA

Queres aprender a jogar Golf?  
SABE MAIS

PARCERIA FPG 12 170,00€  
PARCERIA FPG 12 170,00€  
PARCERIA FPG 11 170,00€

[JogarGolfe.fpg.pt](http://JogarGolfe.fpg.pt)



INICIO > TODOS OS DESPORTOS > GOLF > TACOS DE GOLF > KITS DE GOLF ADULTO

PARCERIA FPG

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PERGUNTAS & RESPOSTAS

TAMANHO: [Que Tamanho Escolher?](#)

UNIQUE SIZE Stock Disponível

Entrega ao domicílio  
Disponível

Recolha gratuita em loja  
Escolha uma loja

ADICIONAR AO CARRINHO

CHAT

A group of four people in winter clothing, including jackets and hats, are standing outdoors. The image is overlaid with a semi-transparent blue filter. The text 'THE PROGRAMME STATUS' is positioned in the lower right quadrant of the image.

# **THE PROGRAMME STATUS**

## Clubs that have already signed up to the Programme:

- ✓ Miramar GC
- ✓ Stº da Serra GC
- ✓ Braga GC
- ✓ Ponte de Lima GC
- ✓ Paredes GC
- ✓ Citynorte GC
- ✓ Cantanhede GC
- ✓ Quinta do Fojo GC
- ✓ Palheiro GC
- ✓ Belas Clube de Campo GC
- ✓ Quinta das Lágrimas GC
- ✓ Paço do Lumiar GC
- ✓ Horizonte Lisbon Golf
  - ✓ Aroeira GC
  - ✓ Oeiras GC

**Total: 13** 

*Obs: since the programme started (September 2021).*



## Number of students registered YTD on the Datagolf\* platform:

- ✓ Quinta do Fojo GC - 48
- ✓ Braga - 15
- ✓ Palheiro GC - 11
- ✓ Belas Clube de Campo GC - 19
- ✓ Quinta das Lágrimas GC - 26
- ✓ Paço do Lumiar GC - 16
- ✓ Citynorte - 6
- ✓ Horizonte Lisbon Golf - 32
- ✓ Cantanhede - 10

**Total: 183** 

\* Membership management software



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**Total: 183** 

**Number of PGF affiliates already converted: 91** 

\* Membership management software



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- ✓ Paço do Lumiar GC - 16
- ✓ Citynorte - 6
- ✓ Horizonte Lisbon Golf - 32
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**Total: 183** 

**Number of PGF affiliates already converted: 91** 



\* Membership management software





# PROGRAMME STATUS

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## Clubs joining the Programme that have not yet started their first courses:

- Miramar GC
- Stº da Serra GC
- Ponte de Lima GC
- Paredes GC

**Total: 4**





A golfer in mid-swing on a golf course, with a group of spectators watching from the background. The scene is overlaid with a dark blue tint.

# **THE PROMOTIONAL CAMPAIGN**

## CAMPAIGN OBJECTIVE

To create an umbrella campaign to promote the 9½ weeks program (*for 190 euros learn “how to play golf” in one of the affiliated clubs*)

### Get

Urban people, active life, middle class, between 30 and 50 years old who, for some reason, never experienced play golf.

### To

Visit the program website 9½ weeks and subscribe.

### By

A real campaign that shows people out of the golf clichés to play and having fun.





# CAMPAIGN CHALLENGE

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## Breaking down golfing preconceptions

More than communicating/promoting golf through a traditional advertising campaign or even through social networks, there is a need to reposition this sport to the general public, deconstructing deep-rooted social misconceptions and making the true essence of golf known to as many people as possible





# CAMPAIGN STRATEGY

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We elected a network of people with digital traction\* (macro, medium and micro influencers), who have no connection with golf, and challenged them to do the National Golf Introduction Program. That real-life experience will give rise to the content that will fuel the communications campaign.

+

We added the power of humour to unlock the myths associated with golf.

*\*The estimated Reach is 4 Million contacts.*





## SOLUTION

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We have created a Web Series of 9 episodes where we will follow the learning of golf by a group of 12 influencers, recording all their evolutions, from the first contact with a golf club, until they make their first round of golf.

The humorous, relaxed and less formal tone will contribute to increase the interest of this Web Series.

The campaign will be complemented with Branded Content (Observador Digital Newspaper), Bumper-Ads (YouTube), Google Ads and also posts and stories in the social networks.





# THE HOST



## RUI UNAS

- Public Figure
- Famous Actor
- Humorist
- TV Presenter





## RUI UNAS

### The Webseries Host

The contract will include:

- ✓ Hosting 9 videos, exclusive to Digital
- ✓ Static image for post/poster
- ✓ 30-second video to promote the Programme
- ✓ Publication of 9 videos on his social networks
- ✓ Publication of 5 Posts + 4 Stories (Instagram) on his social networks

**Image rights:** 12 months / Digital - Website, Youtube, Instagram and PGF Facebook







**THE VISUAL  
IDENTITY**

A golfer is captured in the middle of a golf swing on a golf course. The golfer is wearing a light-colored polo shirt, dark trousers, and a cap. The background shows a line of trees and a clear sky. A large, bright green, irregularly shaped text box is overlaid on the image, containing the main headline and a sub-headline in white text.

**NOVE  
SEMANAS  
E MEIAS**

**NÃO VEJAS, PORQUE VAIS  
COMEÇAR A GOSTAR DE GOLFE**

NOSSA™

# NOVE SEMANAS E MEIAS

NÃO VEJAS, PORQUE VAIS  
COMEÇAR A GOSTAR DE GOLFE

**MEANING:**

9 WEEKS & SOCKS



TEASER

**GOLFE, MEIAS E MUITAS  
GARGALHADAS.**

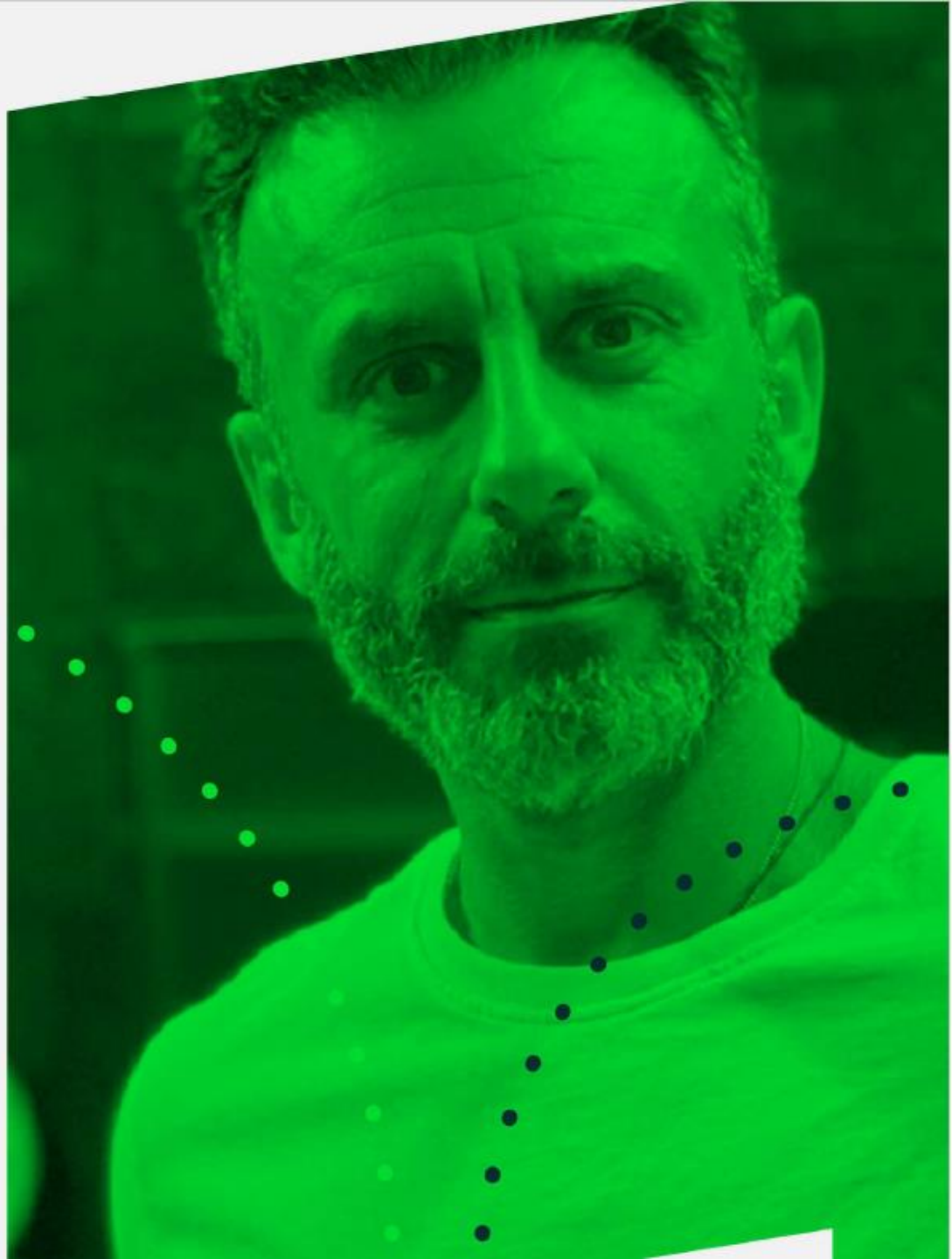
**PREPARA-TE PARA ALGO  
COMPLETAMENTE  
DIFERENTE.**



HOSTED BY

# RUI UNAS

NOSSA™



# BANNERS



WEBSERIE  
HOSTED BY  
**RUI UNAS**



NÃO VEJAS PORQUE VAIS  
COMEÇAR A GOSTAR DE GOLFE

1<sup>st</sup> Ep shooting @ CNFG Jamor





**BUDGET**





# BUDGET

Items	Price	Price with IVA	OBS
Creative Fee	15 000,00 €	18 450,00 €	Includes project management and monitoring
Webseries Production	15 000,00 €	18 450,00 €	Considers a production of 9 episodes, 7 min each
PR Services	2 500,00 €	3 075,00 €	Definition of PR strategy and launch of press releases
Influencers	30 000,00 €	36 900,00 €	Consider the fees of 10 influencers
Host	35 000,00 €	43 050,00 €	Rui Unas fee
Website	5 000,00 €	350,00 €	Developments on the programme's support website
Media Plan	42 000,00 €	51 660,00 €	Media planning and purchasing
Launch Event	7 500,00 €	9 225,00 €	Programme launch event
<b>TOTAL</b>	<b>152 000,00 €</b>	<b>181 160,00 €</b>	





**NEXT STEPS**



# TIMINGS

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## THE PROMOTIONAL CAMPAIGN

### **May - June 2022**

- ✓ Launch Event - beginning of May @ CNFG Jamor
- ✓ Publication of 1 WebSeries per week
- ✓ Publication of Digital Content, in accordance with the WebSeries release
- ✓ Launch of PR's and promotional initiatives





**9 WEEKS  
& 1/2**

NATIONAL GOLF INTRODUCTION PROGRAM

Official Sponsor:



Grupo  CaixaBank

Official Partner:

**DECATHLON**

Institutional Partner:



Media Partners:

**SPORT-TV**

**GOLF REPORT**

**Record**

THANK YOU



**PGF MKT & COM Dept.**

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Apr.2022

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