

Taylormade Promotion Strategy

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Point 1.

The company that I chose is Taylormade which is a well known golf club and apparel company.

Point 2.

The product that I chose from Taylormade is the new line of clubs that they released for 2022 which are appearing under their new “Stealth” club set.

https://www.taylormadegolf.com/Stealth-Combo-Set/DW-TA204.html?lang=en_US

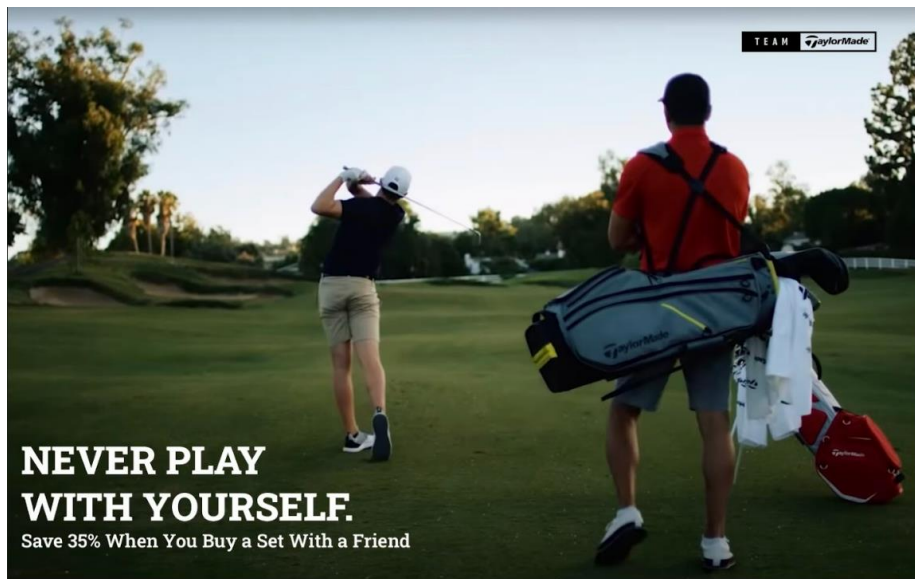
Point 3. Promotional Strategy

I decided to create a modified buy one get one deal for the new clubs which is a 35% off deal that is only granted when two people each buy the new set of clubs together.

- A. The first reason why I chose this strategy is because I am hoping to draw on the enduring involvement that golfers have with golf. Golfers are typically loyal to their brands, especially in the case of golf clubs because they are a relatively pricey investment. Taking this into consideration along with the fact that golf is a sport that can be enjoyed at virtually all ages, Taylormade could gain a significant number of loyal customers through the implementation of this promotional strategy.
- B. The second reason that I chose to go with this modified BOGO is because it will lower the risk involved for consumers who might be considering purchasing the clubs. On one hand the 35% off deal would lower the perceived financial risk that a consumer would have to consider, making them more likely to purchase the clubs. The BOGO deal would

also increase the consumers financial ability, also making them more likely to make a purchase. Finally the deal would also slightly lower the social risk involved with buying the clubs because of the stipulation that you must buy with a second person who would more likely than not be a friend of the first.

- C. The final reason that I decided to use the modified BOGO is because it allows the company to sell their product across social and ethnic groups. This is because golf is a sport that is relatively popular around the world regardless of age and ethnic groups, because of these factors the BOGO deal would allow Taylormade to win a significant number of customers around the world, and these would potentially be lifetime customers because of the felt involvement that people have with golf.



Point 4.

- A. The first strategy that I used in my advertisement was the use of specific schema in the use of the “Team Taylormade” logo along with the depiction of two golfers using the new clubs. The idea behind this was to get consumers to associate the clubs and their perceived performance while using them to the reputation that Taylormade and the professional golfers on “Team Taylormade” have created. Ideally the consumers will recognize the Taylormade schema and link this to the new clubs, which will make the clubs more attractive because they are from an established company and many professionals use them.
- B. The second strategy that I implemented into my advertisement was the use of multiple stimuli to make it more appealing. One of the stimuli that I utilized was easy to process. The simple message along with an easily recognizable image of two people playing golf makes the advertisement very simple to take in and understand with no competing information. I also worked in pleasant marketing stimuli on two fronts to make the advertisement more appealing. On one hand the background image makes the advertisement pleasant because of the gorgeous golf course being shown, additionally the golfers in the forefront are well dressed and give off an air of professionalism. On the other hand the slogan of the advertisement contains
- C. The final aspect of consumer behavior that I implemented into this advertisement was the use of certain colors to invoke emotion. The two predominant colors in the advertisement are green and white. Green represents health and growth while white tends to exude calmness. The idea is that the combination of these two colors will be representative of the attributes people would like to have on the golf course, on one hand they would like

to be calm and level headed to play well but they will also want to improve their score which is represented by the green.