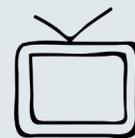




"We are really ramping up our digital strategy. We want to innovate, and we know live video can generate social traction. No golf brand has done interaction like this before and we'll keep going as long as the questions come in."

Ryan Lauder
DIRECTOR OF DIGITAL STRATEGY

TaylorMade uses the Brandlive platform to launch new products direct to consumers and to train their sales team on product updates.



TaylorMade Hits a Solid Drive for Consumer Action

Consumer Launch: SLDR S Driver Launch

TaylorMade's first Brandlive event introduced the all-new SLDR S family of metalwoods to consumers. To communicate more authentically, **TaylorMade ditched the expensive studio route in favor of broadcasting live from its Tour Truck** at the HP Byron Nelson Championship PGA Tour event in Irving, TX.

Hosting the event on-camera were TaylorMade's Vice President of Product Creation and a sales manager. The sales manager brought flair to the conversation, while the VP told the product stories and provided in-depth technical details about the products. Together, the duo balanced one another other to create an entertaining and informative experience.

From **1,312 live audience members**, TaylorMade received **1,019 clicks to either purchase clubs or schedule a demo at a local golf shop**. Viewers were engaged for an average of 17 minutes and submitted 908 comments and questions during the event.

Sales Team Training

TaylorMade uses Brandlive to connect with its nationwide sales team to learn about new products, using the interactive format to have a dialog between sales reps and to gather feedback on product development. When demonstrating the new features on the Spider series of putters, a roundtable of product developers engaged their sales network in a relaxed, social setting. **By engaging directly with the product developers, sales reps were able to see the technical updates and learn why changes were made, resulting in more effective training.** As a one-to-many platform, all dealers across the country received the same messaging at the same time from a single product expert hosting the Brandlive event, so product information could be relayed from dealership to dealership with consistency.