



PRESENTED BY
Merrill Lynch



Captivating Clients at the Callaway Golf

Pebble Beach Pro-AM

The Callaway Golf Pebble Beach Invitational is a golf tournament like none other. It is the only event that brings together a select group of PGA, LPGA, Champions and Nationwide touring professionals to compete head to head for the same purse.

It is also the most prestigious Pro-Am event in all of golf. Amateurs play with pros, not in a practice round, but in actual tournament conditions with \$300,000 in prize money on the line.

The amateur players are top ranking executives and the best customers of the event sponsors – companies like Callaway Golf, Merrill Lynch and industrial giant The Shaw Group.

As lead sponsor, Callaway Golf wanted to make a special impression on each of the participants. So Pebble Beach contracted See Your Game® to capture swings, create personal swing booklets for each player onsite and conduct follow up email campaigns to deliver event branded electronic souvenirs online.

The personalized online swing booklets made a huge impression after the tournament. The players, amateur and professional alike, were thrilled to see their swings in freeze frame action, as well as the full motion video of their golf swing captured on the famous Par 3 7th hole.

97.75% Response Rate

Going into the event, there was speculation as to how effective the follow up e-mail campaign would be given the busy schedules of the executive participants.

The results were outstanding. A single follow up e-mail campaign garnered a response rate of 83.4%. Participants viewed their online images an average of 5 times each.

Not only did Pebble Beach provide an unique experience at the tournament, they brought the event back to life for their influential, executive audience on multiple occasions.

The Results

- 311 participants
- 97.75% response rate
- 12 average views per participant

3836 visits to Pebble Beach's web site, where visitors can book golf, hotel and spa packages.

