

HOW TO BRAND
TopGolf
CONCEPT

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DELTA GBE 2008



DELTA BUSINESS
MARKETING



& PR STRATEGY





BASIC PRESS MEETINGS



WHAT

is a brand?

FIRST

A brand is not a logo.



or



SECOND

A brand is not an identity.



FINALLY

A brand is not a product.





So **WHAT** EXACTLY
is a brand?

A BRAND IS A
CONSUMER'S EMOTIONAL CONNECTION
TO A PRODUCT,
SERVICE, OR
ORGANIZATION.

SO IT'S NOT WHAT **YOU**
SAY IT IS.

IT'S WHAT **THEY** SAY IT IS.



BRANDING

is YOUR way of
influencing THEIR reaction.

It's
IMPORTANT
because it has a dollar
VALUE.



There are
million OF PRODUCTS
on the market.

Every day we are **BOMBARDED** with more
than **300,000** advertising messages.

Not to mention all
the DIFFERENT MEDIA
they come from.

So with thousands of brands competing for
EVERYONE'S
ATTENTION...

It's no wonder everyone can't be
the **LEADER.**

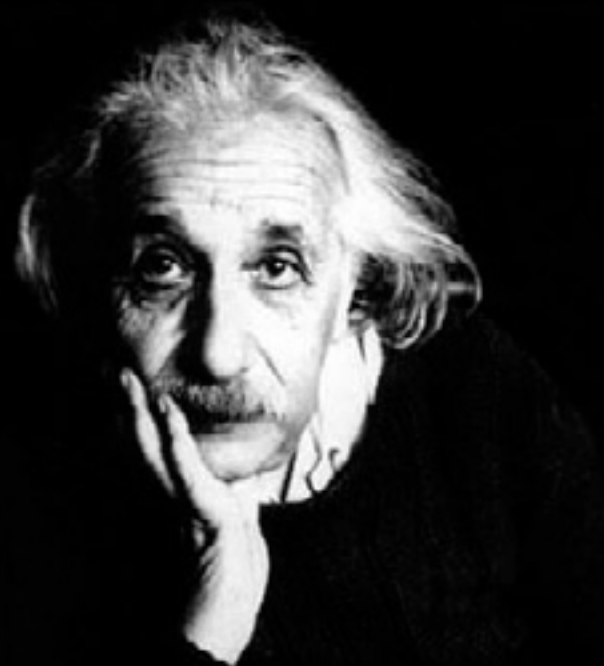


TRADITIONALLY:

There was a leader and followers.

Build a Lighthouse Identity.

TopGolf Concept



TopGolf
CONCEPT

Assume Thought Leadership
of Your Category.

TopGolf Concept

Use Advertising and Publicity
as a **high-leverage** asset.



Become **Idea**-Centred,
not Consumer-Centred.

TopGolf

CONCEPT



Impossible Is Nothing



RUDY DEIGHTON **case study**



BRAND WITH A PROUD **HERITAGE**
MAJOR INNOVATOR IN GOLF & BUSINESS CONCEPTS



CONCEPTS WITH A PROUD **HERITAGE**



Therefore, the
future
is clearly.

We created a new
CONCEPT "TopGolf",
a **new platform** for a **new kind**
of **education.**

TOPGOLF BRAND MANTRA

Choices in life are infinite.
There's so much to do and so little time to do it.
So we focus on the good things.
Whatever excites, energizes, and inspires.

We filter out the bad, the bland and the boring
and keep only the parts that make us feel alive.
It's how we live our life.

So we create a new way of live.

TASTE LIFE FEEL THE CONCEPT

Relevant and **distinctive**

with a unique tone,

style and **personality.**

Bring to life through a **new**
through-the-line

BRANDING campaign that

crosses borders

with local impact.

WE DON'T NEED MORE

WE NEED PROMOTION

“Challenger as a state of mind:

staying **Number 1**

means thinking like **Number 2.**

“The **big**

do not always eat the **little**

The fast always eat the slow.”

TopGolf will bring you the education platform for
THE FUTURE



So, we



will do our



thing



THANK YOU

Delta GBE Branding Promotion