

Callaway

CASE STUDY

Callaway, the world's largest manufacturer of golf clubs needed to position itself as a leader in golf equipment and accessories across Canada. The goal was to stand out among larger competitors in the industry and drive consumers to both their e-commerce website and pro shops at local golf courses.



STRATEGY

In collaboration with Callaway's marketing team, Postmedia created a highly targeted, multiplatform campaign designed to drive awareness, consideration, and brand loyalty among beginners, advanced players, and golfers in between.

- **CONTENT** - Through engaging and credible articles, infographics, and videos.
- **DIGITAL** - Promoting the brand using digital display ads, native advertising, and videos across the Postmedia Network.
- **PRINT** - Utilizing print advertising that reached over a million golfers, paired with a strategic TV campaign that focused on quality over quantity, reaching a golf audience during major tournaments.
- **SOCIAL** - Amplification of content using co-branded drivers across Facebook, Instagram and Twitter to promote the Callaway brand and content.

“Working with Postmedia has given me the peace of mind to focus on other important areas of the business. With their innovative solutions, incredible staff, and turnkey processes, I have nothing but great things to say about the partnership. I've noticed an overall increase in club fittings and strong equipment sales across the board. I highly recommend working with Postmedia and looking forward to our continued collaboration.”

”

Brent Mallard
Senior Manager, Marketing & Product
Callaway

RESULTS

Postmedia exceeded Callaway's expectations as a first-time media partner and drove results above and beyond initial forecasts. Using print and broadcast paired with newer tactics such as podcast integration, we were able to reach consumers through various forms of communication. Our innovative solutions helped boost in-store club fitting sessions, e-commerce sales, and pro shop revenue across the country.

38K

TOTAL PVS ON
SPONSORED ARTICLES
(9,000)

23K+

PODCAST: UNIQUE
DOWNLOADS

8x

HIGHER CTR ON
COBRAND DRIVERS
(0.25% VS. 3.02%)

25x

HIGHER CTR ON
DISPLAY BANNERS
AROUND ARTICLES
(0.08% VS. 2.54%)

6x

HIGHER CTR ON POINT OF
ENTRY (POE) TAKEOVER
(0.11 VS. 0.64%)

2x

FACEBOOK
ENGAGEMENT RATES



AWARENESS

ENGAGEMENT

CONVERSION

