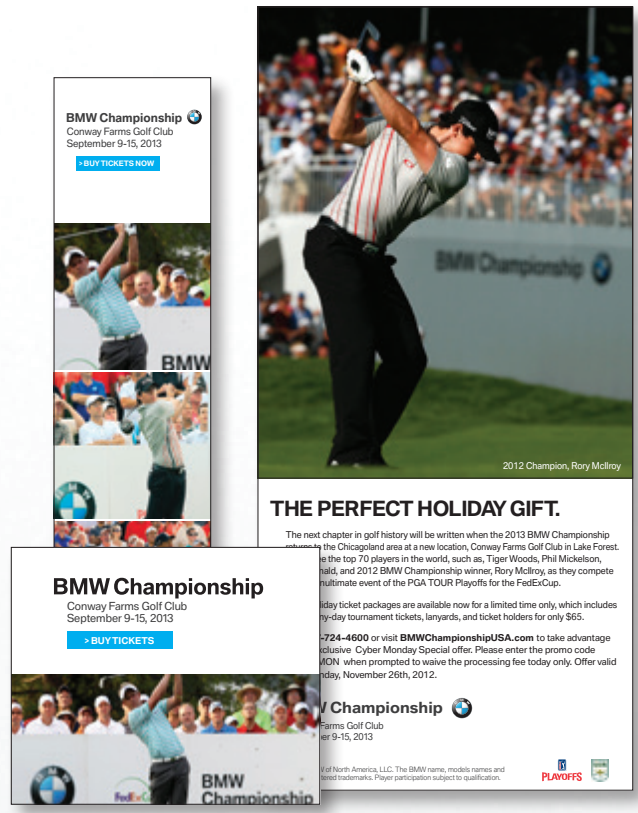


BMW Championship When The BMW Championship calls for an aggressive sales plan for the 2013 pre-sale, you don't take a mulligan, you grip it and rip it.

The 2013 BMW Championship is moving to Conway Farms and we needed to create ticket sales and build awareness for the event. Determining their goals upfront drove **our team to develop a strategy, a plan and a final campaign that outperformed years past.**

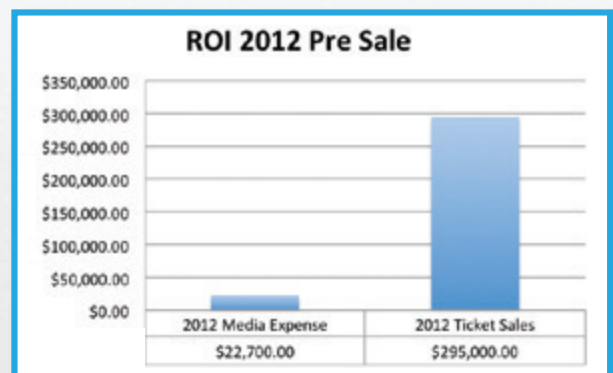
the solution

Focusing on Black Friday and Cyber Monday, we worked to produce and formulate an overall cohesive message using Broadcast, On-Line, Print, Email, and Direct Mail. Over a week and a half period, we created and executed a clean and simple campaign tying into BMW's global brand image. Another crucial factor of the pre-sale success, was putting in place a clear call to action message.



the results

Our well-executed media plan allowed us to increase ticket sales by 246% as well as give the client 129x return on investment.



"We were extremely pleased with the increase in ticket sales. Their marketing plan was executed flawlessly."

Nik Lapin, Director of Marketing & Ticket Sales - Western Golf Association