

# GOLF

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## #PlayingThrough

**#PlayingThrough** is more than just a hashtag — it's a mantra.

Despite the uncertainty in the world, golf hasn't changed. What has changed are the ways we experience the game, and how golfers creatively express their unwavering love for all that embodies it. As we navigate these trying times together, **join GOLF in #PlayingThrough.**



## SOCIAL MEDIA | INITIAL LAUNCH

GOLF launched #PlayingThrough via our social media accounts on Friday, March 20, asking our audience to share how they were getting their golf fix despite the new norms of social distancing and quarantine — in other words, how they were #PlayingThrough.

Within three days, **#PlayingThrough was shared on social media more than 2500 times**, including from the following notable accounts:

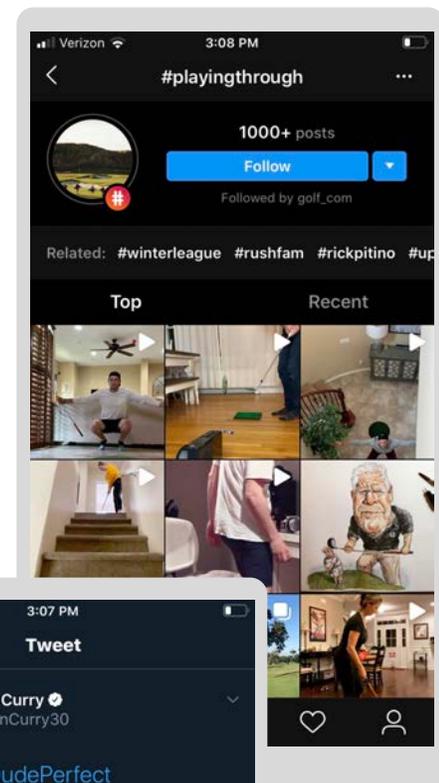
- Steph Curry – **15M followers**
- Callaway Golf – **723,000 followers**
- Dude Perfect – **419,000 followers**
- Trick-shot artist Joshua Kelley – **281,000 followers**
- Bryan Bros – **141,000 followers**
- Former tennis player Mardy Fish – **156,000 followers**
- Callaway wedge builder Anthony Taranto – **55,000 followers**



GOLF will continue to sustain buzz around **#PlayingThrough** via giveaways, feature opportunities, and new, original content from editors and friends of the brand

On CBS This Morning, GOLF's #PlayingThrough campaign was seen by more than 2.8M viewers

**CLICK HERE FOR THE CLIP**



## BEYOND SOCIAL | EXTENDING REACH

The next step? GOLF is extending #PlayingThrough across ALL its platforms including podcasts, videos, GOLF.com, GOLF Magazine and more. Here are examples of how #PlayingThrough will live as a new franchise.



### Podcast

- Custom segments within **Subpar**, **The Drop Zone** and **Fully Equipped** where guests/hosts share how they're #PlayingThrough from home
- New episodes of **A Pod Unlike Any Other** where senior editors re-watch vintage golf broadcasts

### Video

- Release of original content like **Home School** and **9 to 5 Golf** to help our audience improve while staying home
- Live streams of editor vs. editor simulator matches; Tour Confidential episodes via Zoom conference; supercuts of all #PlayingThrough user-generated content (see next slide for more)

### GOLF.com

- Inspirational and educational stories like how to stay safe on the course or **DIY GOLF**: build your own backyard golf hole
- Remembrances of old golf commercials, golf gear, GOLF.com feature stories and great golf events
- Step-by-step **fitness plans** for those without workout equipment at home

### GOLF Magazine

- A roundup of our favorite #PlayingThrough social posts in a future spread
- Columns from senior writers Michael Bamberger and Alan Shipnuck on the lasting impact #PlayingThrough on golf and golfers
- Editor's Letter on #PlayingThrough, highlighting our favorite user-generated content

BEYOND SOCIAL | **NEW VIDEO OPPORTUNITIES**

GOLF is developing a variety of new video concepts built specifically for an audience of golfers who are stuck inside. These concepts include:

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**FITNESS / GEAR**

**Home Fitness:** a five-part series helping golfers get in game shape from their home

**Flow into Form:** how to activate your body while stuck at home through yoga, as guided by CBS broadcaster Amanda Balionis

**Gym to Tee:** workouts directed by fitness expert Kolby Wayne, designed to improve your golf game the same way Tour pros do

**Gear Guts:** cutting open golf balls (live!) to show how the ingredients determine performance

**Shop Talk:** roundtable discussions on gear, with GOLF's gear experts answering reader questions

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**INSTRUCTION**

**Home School:** a multi-part series featuring expert advice from Top 100 Teachers that golfers can act on at home

**Top 100 Live:** live lessons from Top 100 Teachers, each geared towards a specific aspect of the game

**How to Hit Every Shot:** Baden Schaff of Skillest offers live lessons to members of GOLF's FB group by the same name

**Quick Fixes:** Top 100 Teachers offer quick tips based on swing videos submitted by GOLF's "How to Hit Every Shot" FB group

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**LIFESTYLE / NEWS**

**Watch Parties:** GOLF editors re-watch old golf tournaments, commercials, movies and TV shows via live video conference

**Debatable:** a bracket-style debate challenge where GOLF editors face off over the game's hot topics via live video conference

**The Etiquetteist:** how to handle sticky golf situations, as advised by senior writer Josh Sens

**Sim Wars:** virtual golf matches broadcasted live on GOLF's social feeds

**Tour Confidential:** weekly analysis of the game's pressing topics via live video conference

**Rules School:** analysis of the rules of golf, with an eye towards social distancing

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Join us!

