



USGA BRAND RELAUNCH

What if we talk about the governing body of golf the way golfers talk about the game of golf?

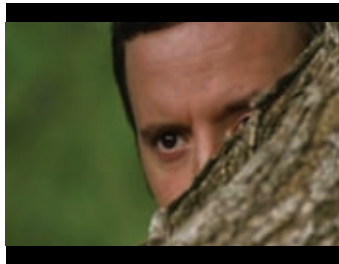
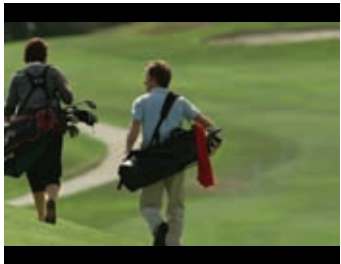
Less than two months before the 2008 U.S. Open at Torrey Pines, Fathom was awarded the prestigious USGA account, which had been previously handled by BBDO.

USGA research indicated the organization's contributions to the sport of golf were not well known—even by the most avid golfers—and they were not perceived to be a relevant or valued part of the game, despite the fact that the USGA is the body that writes and enforces the rules of golf, develops and implements the handicap system, regulates equipment and stages 13 national championships, including the U.S. Open.

In our pitch to the USGA, we recommended a brand platform that moved them from a traditional and stuffy governing body to a true association open to all golfers from all walks of life. Making the USGA “everyone’s golf club” became the centerpiece of our pitch to the organization.

Fathom quickly developed and produced four new PSAs that received the equivalent of \$5 million in media support over the four-day event on both ESPN and NBC, and then, appeared in other nationally televised USGA championships throughout the year. This work was followed-up with new brand and marketing tools that reflect the new, clear, more relevant and contemporary view of this 100-year-old organization.

Collectively, Fathom’s insights and work greatly advanced the USGA and helped generate increased awareness and understanding of the organization by golfers of all skill levels and backgrounds.



It takes everyone to make a championship season great.

Thanks to you and all the members of the United States Golf Association for making this championship season so memorable. From the volunteers who help during our championships to the staff who manage all of our qualifying sites and championship host courses, each person makes a difference. By sharing our love and respect for the game, the USGA preserves golf's past, fosters its future and continually works to make the experience rewarding for all who play.

The USGA thanks you.



"We Believe..."

- Golf should be open to everyone.
- Personal integrity is the best enforcer of the rules.
- Handicaps allow golfers of all skills to compete.
- Golf's history is the foundation and framework for its future.
- Champions can come from anywhere.
- We should leave every course as we found it.
- Golf is about what's inside you and not what's inside your bag.
- The best in the game should face the toughest tests.
- Even the youngest golfers can teach us something.
- "Play it where it lies" is a fundamental truth in life.

