



T I G E R W O O D S

YEAR-IN-REVIEW



TIGER

TRIVIA



TIGER TRIVIA

Question #1

What is Tiger's middle name?



TIGER TRIVIA

Answer



Tont



TIGER TRIVIA

Question #2

Who was Tiger's first caddy?



TIGER TRIVIA

Answer



STEVE WILLIAMS

Steve is a New Zealander who has served as a caddie for several top professional golfers, most recently with Jason Day. Williams is best known for having served as Tiger Woods' caddie from 1999 to 2011.



TIGER TRIVIA

Question #3

Tiger Woods has earned more than \$1BB in his career, who is his biggest sponsor?



TIGER TRIVIA

Answer



No company is more closely associated with Woods than Nike, which signed him when he turned pro back in 1996 and built its golf business around his stardom. Woods was once making \$30 million per year from Nike, according to Forbes, but in 2016 the company announced it would stop making golf clubs, balls and bags.



TIGER

TRIVIA

Question #4

Tiger spent an astounding 683 weeks ranked as the #1 player in the world — who holds the record for the 2nd longest stint as the world #1 player?



TIGER TRIVIA

Answer



Greg Norman

11/29/1987-10/29/1988. In his career, Greg Norman has spent a total of 331 weeks at the top of the Official World Golf Ranking. Only Tiger Woods has spent more time as the top-ranked golfer in the world.

PSA: AN IMPORTANT REMINDER



IN ORDER TO KEEP THESE
TWO MEN HAPPY

A CONCEPT CAN BE SPONSORED OR PRESENTED BY A BRAND, BUT TIGER CANNOT SPECIFICALLY TALK ABOUT OR USE A PRODUCT IN AN ENDORSEMENT CAPACITY - WE ARE SELLING BRANDED EDITORIAL CONTENT — WE ARE NOT SELLING A BRANDED OR INTEGRATED CONTENT, A BRAND ENDORSEMENT OR TESTIMONIAL

MEDIA ASSETS WE CAN INCLUDE IN TIGER CONTENT:

- OPENING/CLOSING SLATE + PRESENTED BY LANGUAGE BEFORE CONTENT BEGINS
- PRE-ROLL & MID-ROLL

MEDIA ASSETS WE CAN INCLUDE IN TIGER CONTENT BUT WHICH NEED APPROVAL FOR:

- INCLUDING A BRANDS EMPLOYEES WITHIN CONTENT E.G. CHRIS WOMACK OF SOCO & THE TOUR CHAMPIONSHIP
- LICENSING CONTENT ON O&O AND OTHER DISCOVERY APPROVED 3RD PARTY SITES E.G. SOUTHERNCOMPANY.COM

*NOTE - EVERY SINGLE CATEGORY NEEDS FINAL APPROVAL/SIGN OFF BY EXCEL

MEDIA ASSETS WE CANNOT INCLUDE IN TIGER CONTENT:

- BRAND WATERMARK
- HAVING TIGER USE A PRODUCT OR SAY THE BRAND OR PRODUCTS NAME IN CONTENT (UNLESS HE'S SPONSORED BY THEM E.G. BRIDGESTONE)

GETTING THE CLIENTS ATTENTION

Working with the #1 Athlete/Entertainer in the World Through a Media Buy

- No talent fee, no production fee, no appearance fee
- "Association" with one of the biggest names in sports at a fraction of a typical endorsement
- Golf/Lifestyle component offers differentiation—first time fans actually get a 'peek behind the curtain' into Tiger's life off the course

Working with the #1 Golf Publisher in the World

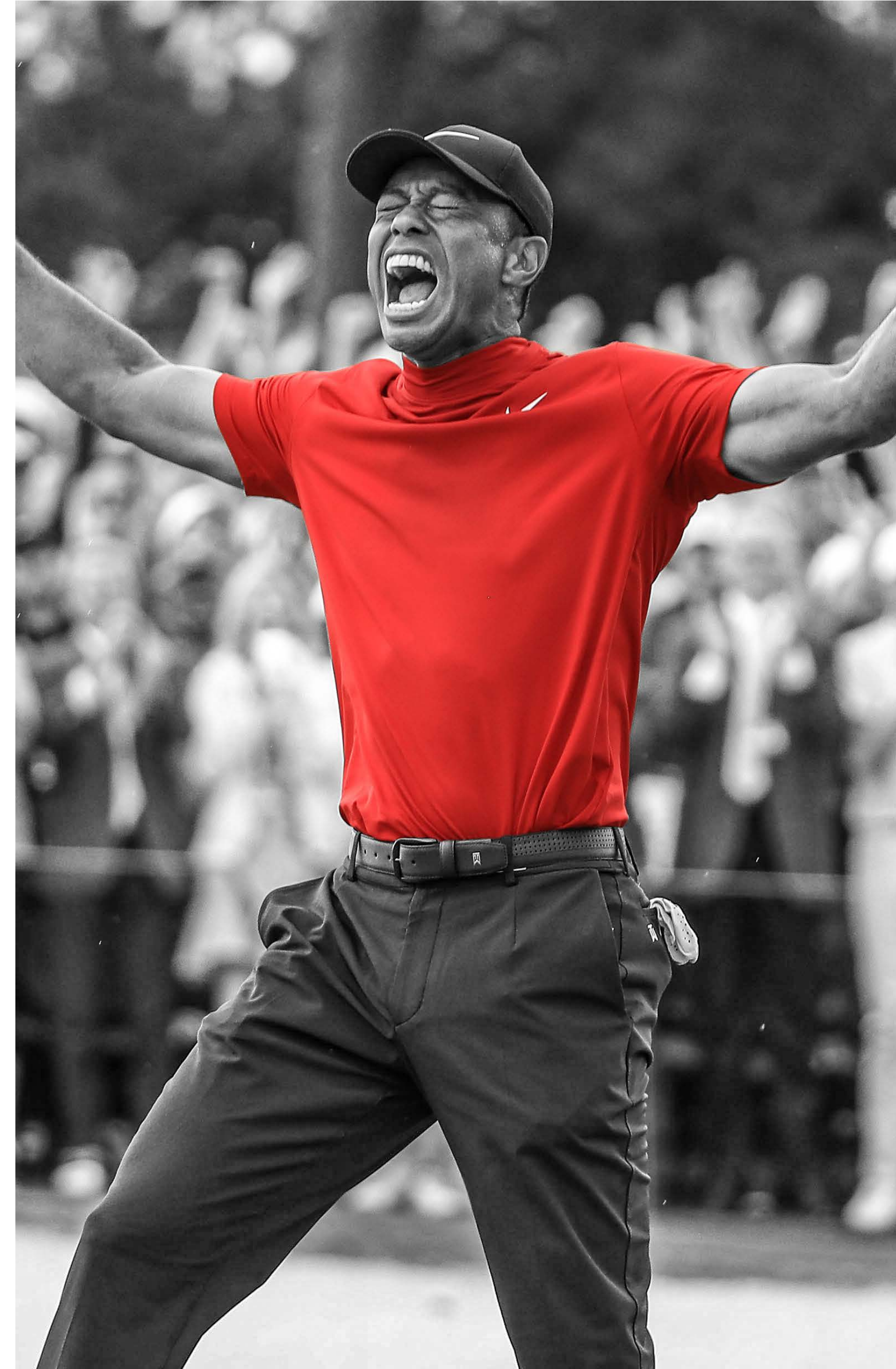
- Hyper-targeting—playing up Discovery's ability to use 1st party & 3rd party data to reach the desired audience
- Media Equal In Value against the most qualified, HNW, C-Suite audience available

The Tiger Effect (see below)

Leveraging hospitality with Tiger (post Covid)

THE TIGER EFFECT:

- Video completions with Tiger Woods content **performs 183% times better** than evergreen video creative
- Video and social with Tiger Woods generates 310% more reactions & engagement than evergreen content/program
- Golf Digest traffic **increases by 40%** when Tiger participates in tournament
- Broadcast ratings when **Tiger play are up 119%** vs. non-Tiger tournaments



THE APPROACH



WHAT WORKED

- ▶ Short Form & first to market content - CDW At Home with Tiger
- ▶ Story telling about Tiger surrounding The Majors
- ▶ Leveraging the Excel golf team to get to the right decision makers e.g. Good Cop / Bad Cop
- ▶ Pricing 'Sweet Spot' - \$250K-\$500K
- ▶ Providing media equal in value
- ▶ Leveraging access or hospitality - 'keep it in the back pocket'
- ▶ Levering Tour IP, Tiger IP & Discovery Platform - Sponsored edit that feels custom - SoCo
- ▶ More authentic brand messaging - identifying agnostic content
- ▶ Making content feel special for the brand
- ▶ Reaching out to 'high touch' brands and clients
- ▶ Targeting brands w/ existing ambassador relationships to augment the program



WHAT DIDN'T WORK (AS WELL)

- ▶ Long Form - Geico - MG2
- ▶ Starting the conversation above \$500K+
- ▶ Selling Tiger with no media to support e.g. Rights Fee
- ▶ Going after OMP's without buy in
- ▶ Targeting media agencies that struggle to evaluate and quantify the value of Tiger woods
- ▶ "Blank Slate" offers—we gained more traction when providing a tangible concept rather than a "we can do whatever you want" approach
- ▶ Approaching brands that haven't spent in golf or in the sports market place to-date

NEW IDEAS TO EXPLORE TOGETHER

SCHOOLS

- ▶ Integrating Tiger into Golf Digest Schools
- ▶ Repurpose the My Game long form series and make it more stackable for users
- ▶ Monday morning tips - cut short form videos of how he hits a shot to air on the Monday's after he plays. Opportunity to utilize existing TOUR footage to show what he did that week and we breakdown that shot in a 1-2 minute clip

HOSPITALITY

- ▶ CEO'S who want to post on IG with Tiger and have access to 'money can't buy experiences'
- ▶ Utilize contractual pro-ams through PGA Tour and explore photo op or meet & greet with Tiger at events he plays
- ▶ Access to the grounds and hospitality at "made for TV events" (i.e. The Match, The Challenge)
- ▶ Play Tiger's course - arrange for high value partners to play a round at Medalist

LEVERAGE EXISTING ASSETS

- ▶ Post-round interviews: during PGA TOUR events
- ▶ Monetizing' content—e.g. EPlus
- ▶ How can we use Rob and Joe more in articles and video content?
- ▶ Tap in to other Excel clients to do interviews both about them and Tiger. We've know how close Tiger and JT are, could we do a Letterman like show where they talk about golf and their lives off the course?



DiscoveryGolf

GOLFTV  GolfDigest

MY GAME: **TIGER WOODS**

CELEBRITY PLAYING LESSONS

MY GAME



SEASON 3

MY GAME: TIGER WOODS

EXCLUSIVE VIDEO SPONSORSHIP

With an instruction theme throughout Seasons 1 + 2, **we'll focus once more on Tiger's instructional expertise and wisdom for Season 3, but we'll be capturing Tiger sharing his key tips and tricks with his famous friends** who also love golf. In one-on-one playing lessons, Tiger and his celebrity guests will cover every facet of the game, but also share their deep-rooted thoughts and feelings on life, sports, fame and family.

Join us as we get a fly-on-the wall glimpse into these on-course moments between teacher and student. See Tiger at his most relaxed and vulnerable while he hangs out with some of his buddies, playing golf. No screaming fans, no grandstands, no paparazzi...just Tiger and his friends, hitting stingers and catching up.



SEASON 3

MY GAME: TIGER WOODS

POTENTIAL GUEST STARS

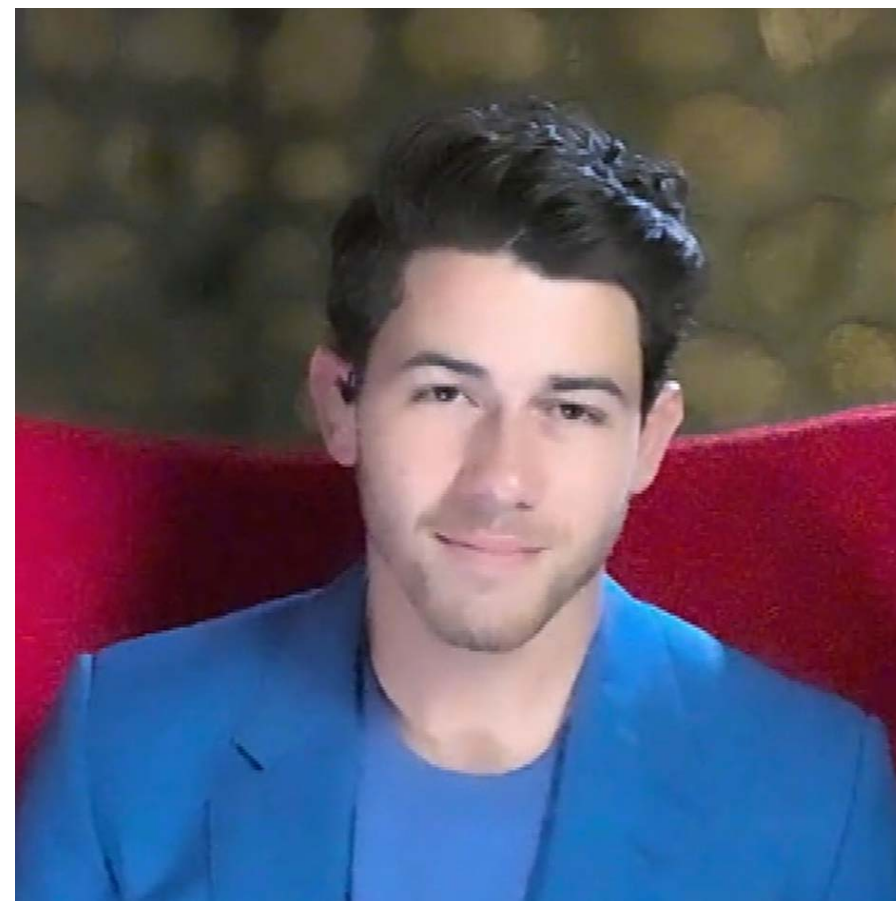
Each featured “celebrity student” will be a renowned star in their own field, whether that be in the music, sports, entertainment or even political world. Watch as Tiger mentors his friends and offers personal stories and anecdotes to guide both the conversation and the game over the course of each episode.



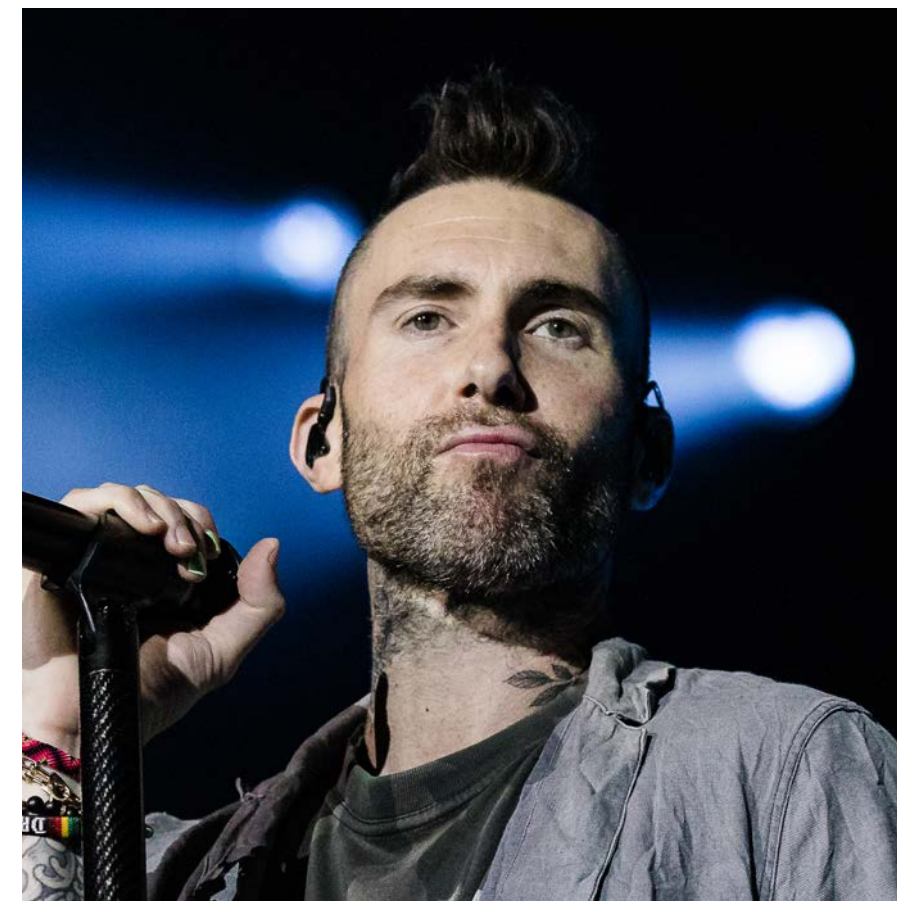
James Corden



Will + Jada Pinkett Smith



Nick Jonas



Adam Levine



Steph Curry

SEASON 3

MY GAME: TIGER WOODS

SERIES DETAIL

- Six (6) to 12 episodes, depending on desired episode length.

Golf Digest (U.S.): The series will be hosted on the Golf Digest Schools main library landing page

GOLFTV (International excl. U.S.) The series will live on the GOLFTV website and streaming app, prominently featured on the main homepage as well as within the Instruction section of the site

- Release date: 2H 2021 (TBD based on sponsor preferred timing). Shot in conjunction with the Farmers Insurance Open or the Genesis Open in California in January or February



MY GAME:
TIGER WOODS

Presented by **LOGO**

CELEBRITY PLAYING LESSONS

SEASON 3

WHATS ON DECK FOR TIGER IN '21 - FEATURE SERIES

TIGER FIXES AMATUER GOLF SWINGS



Concept Overview

Tiger Woods, the YouTube coaching star? You'd better believe it. We learned just how good Tiger is at watching amateur swing videos and giving simple and effective advice to players of all ages, races and genders during the pandemic lockdown: <https://www.youtube.com/watch?v=5oblcxlgvVc>. And we also learned how much people like watching Tiger deliver advice to regular Joes: with 1.5M views just on YouTube, this video is our most-watched piece of Tiger content in 2020.

- This could become a series of monthly video episodes, all shot in Tiger's home simulator via Zoom.
- The recurring social-media push for fans to submit videos becomes a separate opportunity for great engagement and sponsor branding — the original, short solicitation garnered more than 400 video entries.

Execution Details

- Four to ten episodes, three to five mins in length each.
- Could be shot in one fell swoop during our promo or editorial shoot days, but would best run as a recurring Zoom production throughout the year.

WHATS ON DECK FOR TIGER IN '21 - FEATURE SERIES

TIGER'S THROUGHOUT THE AGES



Concept Overview

Put Tiger on a sofa with Rob and have him go over all the different iterations of his swing from years past, starting with his early childhood years and ending with his 2021 swing. Have him talk about the swing, that time in his life, what he was trying to do, what he thinks of that swing now, what was good about it and what wasn't. The whole thing is shot simply and intimately (casual clothes, two people and a big screen).

- See example here: <https://www.youtube.com/watch?v=6W9X-fQb3Y4> (there's better versions of this series but they are rights-restricted).

Execution Details

- Three to five episodes, two to five mins in length each. (Could also run as one longer piece.)
- Preferably shot "Mystery Science Theater" style, in studio (during promo shoot day or spring My Game shoot days)

WHATS ON DECK FOR TIGER IN '21 - FEATURE SERIES

THE SMART PLAY



Concept Overview

Tiger Woods is one of the most legendary scramblers in the history of golf, and in this series, GOLFTV's lead correspondent Henni Koyack places Tiger in gnarly situations on the course and challenges him to make par from there. The viewers get to enjoy the easy banter between Tiger and Henni while hearing Tiger explain every detail of how he manages risk and comes up with solutions to get out of trouble and back on track. Then they get to watch him execute.

- Designed to be sold to an insurance, financial management or retirement-planning sponsor

Execution Details

- Three to four episodes, two to five mins in length each
- Needs to be shot at the promo shoot day or during My Game shoot days in the spring

WHATS ON DECK FOR TIGER IN '21 - FEATURE SERIES

INSIDE TGR DESIGN



Concept Overview

Not many people know about Tiger's course design business. The goal would be to shoot Tiger visiting one of his projects in person, but we could also just visit some of the in-progress designs over the course of a few weeks and produce a series on the projects they have and are working on. From that we can do a sitdown interview with Tiger and have him fill in the parts we need from him

Execution Details

- Shot more as a sort of mini reality series than a polished piece

WHATS ON DECK FOR TIGER IN '21 - ENTERTAINMENT/SOCIAL

CUSTOM TIGER GIFS (GD ONLY)



Concept Overview

The most-shared videos in social media these days are typically the shortest—those that users or media brands have turned into GIFs (in golf, think Patrick Reed’s shush or Phil Mickelson’s dance move). GIF platforms such as Giphy also produce custom GIFs with graphics to be used in all kinds of situations as punctuation in social media posts and messages between friends (example here with the Foster sisters: <https://giphy.com/fostersisters>).

This initiative would be a series of custom, downloadable Tiger GIFs, for which we film Tiger executing shots, body language, phrases and facial expressions that users would cherish, find funny, or he’s made famous. GIFs typically include graphics rather than audio, so each Tiger GIF would have captions depicting the corresponding classic phrases and words related to the video clip, including:

- “Great shot!” (Tiger clapping), “Hello world” (waving), “Take a mulligan” (rolling eyes), “Don’t quit your day job” (laughing), “YEAH!” (Tiger fist pump), “Crushed it” (Tiger swinging out of his shoes)

Execution Details

- Can live either on a page on GolfDigest.com and the GD app, or in a standalone GD GIF app (could expand to include other players and golf GIFs that we produce—no one is doing this exclusively for golf yet). Currently, GOLFTV does not have the capability to house this.
- Sponsor opportunity comes in the overall “Presented by” sponsorship (biz-fi, tech/communications, IT sponsors, etc.), not through brand mentions in each GIF.

WHATS ON DECK FOR TIGER IN '21 - ENTERTAINMENT/SOCIAL



Concept Overview

This is an instructional series built for social media, and short attention spans. Tiger Woods gives lessons in one sentence. It's the red-headed-step-cousin to My Game. It's quick, to the point, and something instructional that he could have some fun with. Wind in your face – easy – Just put the ball in the back of your stance and shorten your swing. Done. Ball above your feet – choke up a bit and commit. Simple. Ball buried in a bunker – call the cart girl. Game over.

- Episodes would be easy and quick to shoot, truly maximizing his time. We'd get a lot of content in a short period of time. And he doesn't necessarily have to hit the shots. We could do this in a sound-stage environment which would give it a unique look as well. Club in hand, going through the motions while talking, but not having to take hard swings.
- Could spin off to other players as well.

Execution Details

- Anywhere from eight to 20 episodes, 15 to 30 seconds each. (Needs to be shot at the promo shoot day or during My Game shoot days in the spring.)

WHATS ON DECK FOR TIGER IN '21 - ENTERTAINMENT/SOCIAL

CAN YOU 83?



Concept Overview

In anticipation of Tiger's 83rd win, we initiate a worldwide crowd-sourced challenge in which people show what they can do upwards of 83 times. Tiger screens (selected) entries and four (tbd) winners get trips to the Genesis (or Tiger Jam, or some Tiger associated event).

- Everything from marshmallows in the mouth to pull-ups to ball juggling is fair game. We control what Tiger sees and him watching is part of the fun.
- Tiger's involvement includes promotional videos to solicit fans' participation, as well as watching the final entries and picking the winner.

Execution Details

- Sold as an overall contest that includes landing pages on GolfDigest.com and/or GOLFTV. Number of finalist videos shared on these landing pages could be endless, but should ideally be kept to under 20.

WHATS ON DECK FOR TIGER IN '21 - ENTERTAINMENT/SOCIAL

TIGER'S FAVORITE THINGS



Concept Overview

In a series that could run weekly all year long, we ask Tiger to give his favorites on a number of subjects (any of which can be skewed to cover topics important to a sponsor). Short, snappy pieces that will do great in social and include plenty of surprising details about the inner workings of the greatest golfer of his time (he's never bought a thing online; he only listens to '90s music; he loves to play video games; etc.)

Shot in studio or on the course, possible episode topics include:

Favorite movies

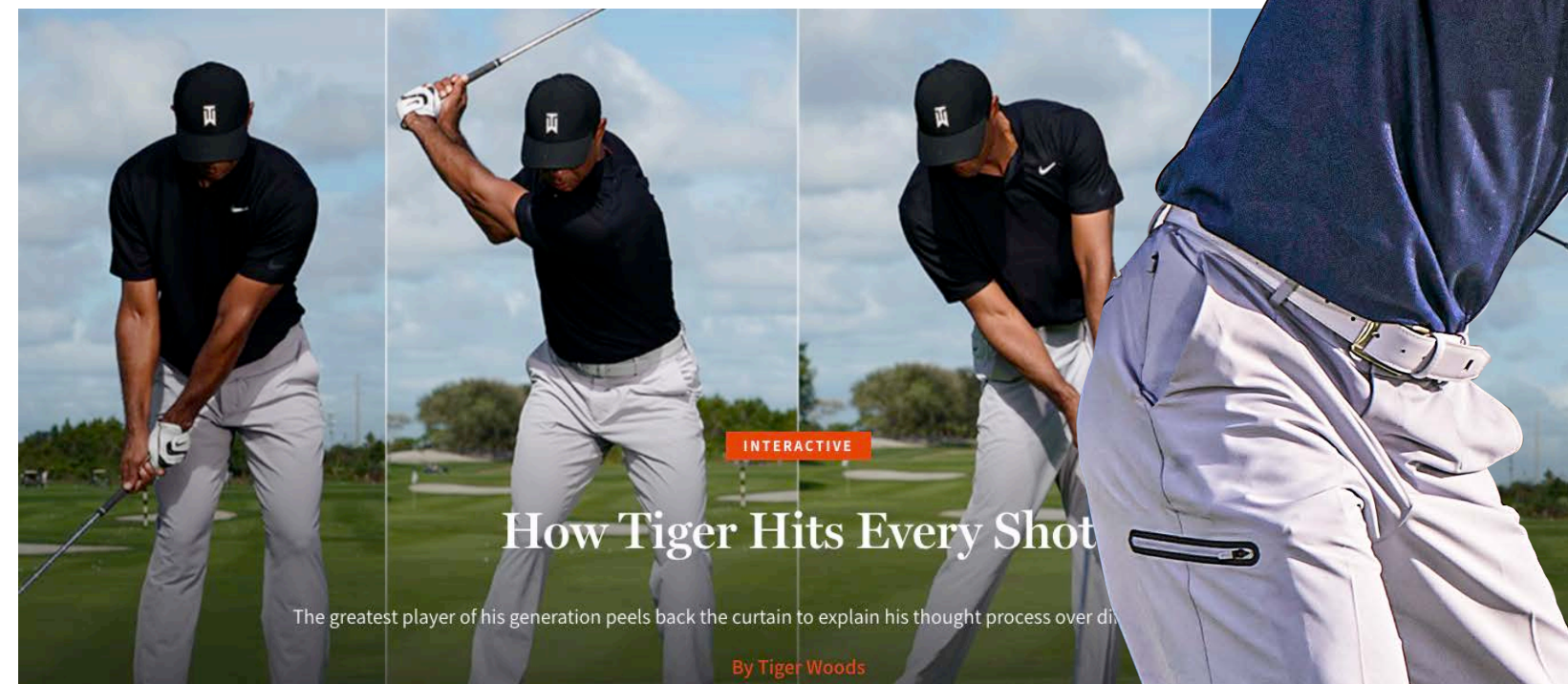
- Favorite TV shows
- Favorite pet peeves
- Favorite desserts
- Favorite vacation destinations
- Etc.

Execution Details

- Shot in batches to run throughout the season or run as a limited, 12-episode series. Ideally shot in studio, but could also be executed early week during TOUR events.

RENEWING OR REPURPOSING IDEAS FOR '21

HOW TIGER HITS EVERY SHOT (INTERACTIVE, GD ONLY)



Concept Overview

- An interactive experience in which the user can select from a menu of Tiger shots to view in video form, all of which are amplified by graphic and text explanations. Current execution here: <https://www.golfdigest.com/story/how-tiger-hits-every-shot>
- Designed to have legs for an endemic sponsor, or possibly financial or tech categories
- Pre-roll could possibly be added to each video with the coming video-player update, and "Presented by" sponsor logos can be added to the graphic cards inside each video.
- Not an episodic-series experience (the interactive feature has all 10-plus videos on the same page) but each video can be used as social cut to drive fans to the page.

Execution Details

- Already shot, published without sponsor, still for sale
- Eight new shots in the can for 2021 for possible Masters timeframe



RENEWING OR REPURPOSING IDEAS FOR '21

THE TIGER VAULT



Concept Overview

- Tiger Woods is not only the greatest golfer of his generation, but he has the most amazing recall and stories from his own life and history in the golf world. This six-episode series is shot interview-style, and covers new ground around some of the most iconic moments in Tiger history from the four majors, the Players Championship and the Ryder Cup (every other year, the Presidents Cup instead).
- Each episode runs as preview content early in the week of each corresponding event in 2021. Tiger is asked about a specific career moment at each event and talks to camera about the backstory to each moment. (Example: <https://www.golfdigest.com/story/the-tiger-vault>)

Execution Details

- Sold and executed in 2021, ready for renewal

RENEWING OR REPURPOSING IDEAS FOR '21

TIGER CLUB TWIRL: THE DOCUMENTARY



Concept Overview

- This standalone digital short is shot documentary-style and shares a satirical behind-the-scenes look Tiger's life-long quest to perfect his legendary club twirl.
- The three- to four-minute piece includes serious-looking interviews with Tiger, his team and Justin Thomas ("I always knew it was a pipe dream to think I could twirl like Tiger — something I could never achieve").
- Shots include Tiger practicing the twirl on the range and sometimes failing, cursing his poor twirl form, using data, testing out different grips, practicing twirling with a local baton-twirling team, etc.
- Designed to run in full on social media, but can also run exclusively on O&O with short social cuts driving to the full video.

Execution Details

- Content shot in 2020, in final edit and ready to be sold

RENEWING OR REPURPOSING IDEAS FOR '21

ASK TIGER



Concept Overview

- On a monthly basis, GOLFTV and Golf Digest solicit questions through social media for Tiger on any number of topics, and air Tiger's candid answers in a recurring video series with great engagement. (Example here: <https://www.facebook.com/GolfDigest/videos/2875738429197629>)
- Each episode features Tiger answering fan questions (with the fan's social handle on the screen in a sponsorable graphic) in a candid and funny way.
- We can shoot batches of new episodes throughout the season or run as a limited series. Ideally shot in studio, but could also be executed early week during TOUR events.

Execution Details

- Shot and previously sponsored, ready for renewal
- Six new episodes in the can for 2021

Recurring year-round series shot during tournament weeks:

A sponsor can own some of the most popular onsite Tiger content produced by GOLFTV at PGA TOUR events and majors by becoming the “Brought to You By” partner for any of the following:

Tiger’s Sunday Performance Report

An exclusive recap of the whole tournament week by Tiger, shot in the parking lot at he’s getting ready to leave the event. Includes thoughts for his next event, and some insights on his performance.

Tiger’s Shots of the Week

After finishing each tournament, Tiger recounts his top three shots of the week in his Sunday post-round interview (B-roll of each shot will be included)

Tiger’s Best Bets

A few times a year, Tiger gives us his early-week thoughts on who’s going to play well on each of the major golf tours, but also other sports happening that week. Could add humorous things from regular pop culture to round out the pieces, such as Tiger’s thoughts on which suitor The Bachelorette is going to pick that week.

My Plan: Tiger Woods

Early-week pieces on strategy from Tiger for each event (the name could be a play on “My Game”). Tiger picks a hole from the course he’s about to play that week and gives situation-specific insights. Whether it’s a hole that calls for a drive you need to draw (13 at Augusta), or an approach that needs to go low to stay out of the wind (17 at St. Andrews), or the best thing to think about when hitting over water (17 at Sawgrass), he has great advice. Aerial graphics of the hole help lay out what Tiger’s strategy is while he talks about the situation, and in some cases demonstrates the shot on the range, short-game area or putting green.



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