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## GKV plans to capitalize on Tiger Woods brand for Bridgestone Golf

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Tiger Woods may not be putting up the rounds he did in his prime, but the name still goes a long way when it comes to branding. Now that he has signed on to promote Bridgestone Golf, a local Baltimore media agency can benefit from that name.

The maker of golf balls, clubs and accessories, announced the signing of Woods on Thursday to a multi-year agreement to exclusively play and promote Bridgestone golf balls.

In November, Bridgestone Golf became a client of GKV, a marketing firm headquartered at McHenry Row in Locust Point. GKV, as the official media agency of record, is responsible for media planning and buying for Bridgestone Golf across all mediums. Covington, Ga.-based Bridgestone Golf is a subsidiary of Bridgestone Sports.

Dan Collins, senior vice president of strategic planning and research with GKV, said having Woods come on board with Bridgestone not only helps Bridgestone sell products, but it affects the media planning going forward.

"He is such a well-known player, he makes our messages relevant to all golfers, which opens up more media opportunities for the brand," he said. "He generates so much media coverage on his own, it creates more opportunities for our paid media to compliment earned media placements."

Collins said GKV had discussions with Bridgestone about bringing Woods on and agreed it would "give the brand the immediate shot into the spotlight it needed."

As part of the agreement with Bridgestone, Woods will be featured in digital, social, print and broadcast marketing globally as a brand ambassador. Woods has historically used and promoted Nike golf products, but Nike's decision to stop making golf equipment led to Woods finding another brand.

While Bridgestone Golf may not be the top name in golf equipment, Collins said being a challenger brand, or a brand chasing the top names in the industry, is part of the allure of working with the company.

"Bridgestone Golf is a challenger brand in a very challenged category, which is ripe for disruption," he said. "Challenger brands win by disrupting consumers' autopilot behaviors."

GKV was started in 1981 and has created marketing campaigns for company's including Sprint, Constellation, Medifast and the Maryland Lottery.

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Tiger woods signed a multi-year agreement with Bridgestone Golf, a new client of Baltimore-based GKV.