

Who is the Presenter

Kenneth Lau

劉家樂

TMaG since 10/2002

Freelance Now TV Golf Channel Commentator

Golf Travel Freelance Writer for MRRM Magazine

Freelance Writer for ESPN Starsports (1997-2004)

TVB Sports Reporter 1997-2000

Formation of adidas Group Region Asia



1980

1982

1985

1986

1992

1993

1994

1995

1996

1998

1999

2001

2005

2006

2007



aKor



aHK + Reg Off



aAust



aNZ



aInd, Tai



aJap



aChi



adidas/Reebok integration



RJap



RInd



RHK



RChi, HK



TMaG Japan



TMaG Korea



Regional Office

Region Asia Pacific - Diversity

- 13 Countries / 4 Areas
- Large Geographical Area
- Diverse Population
- Differing Maturity Levels
- Varied Political/Regulatory Environment

Winter

5,400 miles

Korea

China

Taiwan

Hong Kong

India

Vietnam

Thailand

Philippines

Malaysia

Indonesia

Singapore

6,400 miles

Equator

Summer

GMT+5

Australia

New Zealand

GMT+12

Region Asia Pacific – Key Statistics

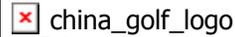
	<u>Korea</u>	<u>GCA</u>	<u>SEA</u>	<u>Pacific</u>
Total Population	48,000,000	1,330,000,000	420,000,000	23,800,000
Golf Population	4,000,000	1,927,000	1,070,000	1,516,300
- Frequent Golfers	25%	40%	50%	35%
- Men	70%	85%	80%	75%
- Women	30%	8%	15%	20%
- Youth	-	7%	5%	5%
- Dev. Trend	Moderate	Rapid	Increasing	Flat / Decline
Golf Courses	263	512	643	1,900
Driving Ranges	1,679	368	424	69
Rounds Per Year	25	20	20	25
- Trend	Moderate	Increasing	Increasing	Decline

Major Golf Brands competing for the Asian Consumer...



Key marketing campaigns

TaylorMade-adidas Golf Partners With the China Golf Associat

 china_golf_logo

Supply China's national team with golf equipment and apparel and become the official brands of the national side for 3 years

Support a number of talented young Chinese players and junior development programs

Key marketing campaigns

Dominance in Equipment Count in Tour

1 Driver Count in Asian Tour

1 Fairway Wood Count in Asian Tour

1 Irons Count in Asian Tour



Objective for Marketing Campaign

Why do we need to sponsor?

What do we look for in the sponsorship?

How can we leverage the sponsorship?

1. Increase Brand awareness (New Brand)
2. Product awareness (Product Launch Campaign)
3. Direct Sales (on site booth or merchandise)
4. CSR / Charity (First Tee)
5. Enhance and Create special experience to Key customers and consumers (Program)
6. Player Activation (Golf Clinic)



Case Study:

Royal Trophy Cup



Benefits of TaylorMade-adidas



BENEFITS OF TAYLORMADE-ADIDAS



Designation

TaylorMade-adidas will hold the designation of Official Golf Supplier of the Royal Trophy



BENEFITS OF TAYLORMADE-ADIDAS



Advertising Signage

TaylorMade-adidas will have the right to place two (2) advertising signage at the Host Venue (advertising signage to be located at Event Driving Range and Event Practice Green Area)



BENEFITS OF TAYLORMADE-ADIDAS



Marketing and Sales Pavilion

TaylorMade-adidas will have the right to erect a promotional, marketing and sales pavilion (size: 5m x 5m) at the Royal Trophy Entertainment Village located at the Host Venue during the Event period

Production cost of the marketing and sales pavilion shall be borne by TaylorMade-adidas



BENEFITS OF TAYLORMADE-ADIDAS



Sponsorship Rights and Promotions

TaylorMade-adidas will have the right to use the official Event name, logo, trademarks and goodwill (“Royal Trophy Intellectual Property”) for Event related marketing, advertising and promotional purposes (i.e. advertising, sales, promotions, public relations, direct marketing, cross promotions, etc.)



BENEFITS OF TAYLORMADE-ADIDAS



Sponsorship Rights and Promotions

TaylorMade-adidas will have the right to use the Royal Trophy Intellectual Property in connection with its various major marketing events and campaigns throughout the year

TaylorMade-adidas will have the right to produce official Royal Trophy merchandise for Event Sponsors, Partners and related Parties, subject to the product category being pre-approved in writing by Promoter

The European Heroes

Lee Westwood's favorite story about playing Team Golf with Royal Trophy teammate Paul McGinley, centers around the Irishman's triumphant Ryder Cup debut at the Belfry in 2002.

McGinley famously holed the winning putt, a tricky eight-footer, on the final green in his singles match against Jim Furyk.

He was promptly seized by the rest of the European team who hurled him into the lake in front of the green and went on to celebrate their 15 1/2 - 12 1/2 triumph deep into the night.

Westwood admits he parried longer than most, and was surprised when McGinley knocked on his hotel room soon after the crack of dawn to say goodbye.

Westwood, who was sprawled across his bed, says he managed to open one bleary eye, looked up at his teammate, and told him, "McGinley, you're an absolute legend now".

He was not joking, as McGinley's winning putt had entered Ryder Cup folklore. Westwood himself is leading the same way after his exploits in the past two matches against the United States.

He remained unbeaten despite playing in all ten matches in 2004 and 2006, racking off seven wins and three halves. He has been on the winning side in four of his five Ryder Cup appearances, while McGinley has enjoyed a hat-trick of wins since breaking into the European line-up.

McGinley has also previously teamed up with Padraig Harrington to win the World Cup of Golf for Ireland, so he and Westwood are certain to prove fierce competitors when they are re-united under the European banner at the Royal Trophy next month.

"As Thailand's leading Telecommunications Company, we are delighted to be a Major Sponsor of the Royal Trophy, featuring the European and Asian Teams competing for stewardship over the Trophy donated by our beloved King Bhumibol Adulyadej. We have made available to our customers the opportunity to partake in an SMS contest with a chance to win great prizes. The ultimate winners however, are really the needy, as the net revenue generated from this campaign is donated to the Mae Fah Luang Foundation, under Royal Patronage", said Tritipong Khuewpaival, Vice President of Advanced Info Service (AIS).

The Royal Trophy is being held in commemoration of His Majesty The King's 80th Birthday.

Come and show support for your Continent as Europe and Asia collide in an epic battle.

AMATA SPRING COUNTRY CLUB • 12-14 JANUARY, 2007
For VIP Packages or Tickets, please call 02 651 9499 (www.TheRoyalTrophy.com)

Cream of the Korean Crop

Y.E. Yang and fellow countryman S.K. Ho will be proud representatives of both the Korean nation, and the Asian Team this January at the Royal Trophy.

Yang, who beat world number one Tiger Woods and most of the world's top golfers to win the HSBC Champions tournament in Shanghai only a few weeks ago, said, "The atmosphere will be great at the Royal Trophy. The Captains Ballesteros and Joe Ozaki are legends of the sport, both teams will be very strong, the Europeans are the Ryder Cup holders and we will have a truly multinational team and the support of the huge Asian population. It makes for a tremendous three days of golf".

The 34-year-old Korean could hardly have made a more dramatic entry into world class golf. His two-shot victory over Woods secured him a place in the field for the Masters at Augusta next April, and catapulted him up the World Rankings.

S.K. Ho, fresh from winning the Mizuno Open earlier this year, is eager to team up with friend and compatriot Yang. Making his second appearance at the Royal Trophy, Ho remarked, "I will return to the Royal Trophy with a lot of confidence. Last year, I won my singles match, and the experience will definitely help me".

Both S.K. Ho and Y.E. Yang will play a pivotal role in turning the tide for the Asian Team against the Europeans.

JCB, Asia's largest credit card company has joined the Royal Trophy as a Major Sponsor - Official Credit Card. "We are very pleased to join the Royal Trophy as a Major Sponsor as both JCB and the Royal Trophy are international but born in Asia", said Mr. Tsuyoshi Notani, Managing Director of JCB International (Thailand) Co., Ltd.

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BENEFITS OF TAYLORMADE-ADIDAS



VIP Hospitality and Entertainment

Official Royal Trophy Captains' Reception & Draw Ceremony

TaylorMade-adidas will have the right to receive thirty-two (32) VIP Invitations to the Official Royal Trophy Captains' Reception & Draw Ceremony – providing an excellent opportunity to entertain important customers

Pro-am Challenge

Golf Clinic



Bring Top-Class Player into Asia

A consumer event held in Shanghai after HSBC Open

Selected consumers from Korea, China, Hong Kong, Taiwan, Singapore, Indonesia and Philippines played with Sergio



What is the key takeaways?

It must be a **Total Package**.

Identify and understand the **behaviors of football audience**

Investigate the **added value created for brands** by football advertising

Understand the **impact of various and new communication** channels

Q&A

Siyabonga 多謝

谢谢

Kia Ora

ขอบคุณค่ะ

Thank You

TERIMA KASIH

Baie

Dankie

감사합니다

ขอบคุณครับ

DHANNYA VAAD