



## The Cowboy and the Golfer

In the eighteenth century a cowboy would ride his horse into town and see three signs:

- One saying "Hotel".
- One saying "Barber Shop".
- One saying "Saloon".

These were three very effective images, they told the cowboy where to find the three things he needed. But things are different now. In the information age the average person will be confronted with hundreds of images a day. And the human brain has a way of sorting all inputs from all senses. It is an evolutionary thing. It takes inputs that it deems to be unimportant and sets them aside so that the brain is free to receive new inputs that may be important to survival.

It makes one wonder if the current practice of paying millions of dollars to sponsor professional athletes who appear on television wearing a shirt with a company logo is really fruitful. I like golf and have watched hundreds of tournaments on T.V. but I have never woken up on a Monday morning and got a new bank, hired a new accountant or even switched the brand of golf balls I like to play.

What if the sponsor put a circle and a 6 digit alphanumeric number on the player's shirt instead of or in addition to their company logo. The brain would not file this number into its subconscious.

This number would invoke an action. The viewer knows it represents a message and they are curious. People are curious and people like to play with smart phones so they will most certainly enter the sponsor's number into the Shirt Club app to see what will appear.

What will appear? The sponsor can deliver a message, a video, an offer, a call to action and this message can be changed every day or every hour. The sponsor is now in effect showing commercials during the golf tournament; commercials that are free. This story is true for football, baseball, basketball and many other things. New ways of doing things are not always better but I think in this case Shirt Club messaging simply is.