

SUN-DAY-RED



A black and white photograph of a man from behind, wearing a green polo shirt, swinging a golf club. The background is a blurred outdoor setting.

Branding and Marketing Model

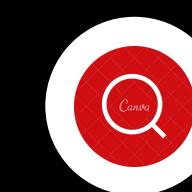


BRANDING



NAME: SUN DAY RED

Woods in his Red apparel on Sundays during tournaments final was become recognizable. Wearing red has become synonymous with Woods throughout his career. Red is seen as a power color in Thailand, where Woods' mother is from, motivating him to make it his power color as well. And the tradition became a brand now



BRANDING



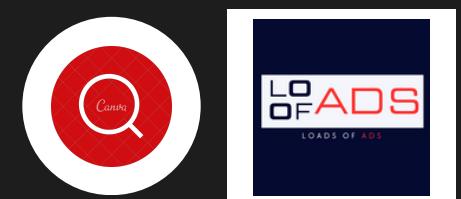
LOGO

The logo is a **tiger with 15 stripes**, one for each of his majors. It was designed based on number of tournaments that Woods won as of now.

BRANDING

Partnership with **TAYLOR MADE**

They partnered with **Taylormade** - one of the biggest brands in Golf who are best known for manufacturing the equipment and also worked with few other big names in the sport.



Marketing Strategy

Product's yet to be launched, so through Market research, Among the myriad options, three stand out as particularly promising avenues for success.



Target Marketing



Partnership Marketing



Personality branding



Marketing Strategy

TARGET MARKETING:

- 👉 Sponsoring events related to Golf
- 👉 Charity Matches
- 👉 Friendly Tournaments



Marketing Strategy

PARTNERSHIP MARKETING:

👉 Partnering with PGA Tours

👉 Partnering with LIV Golf

👉 Taylormade (Existing Partnership)



Marketing Strategy

PERSONALITY BRANDING:



Marketing products around Athleticism



Creating Marketing ideas around Woods values





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