

# ACE SEEN ROUND THE WORLD

311 YARDS TO BACK

290 YARDS TO PIN

SUGGESTED CLUB: DRIVER

VERTICAL DROP: 492 YARDS



**INTRO**

“Think Young, Play Hard. It’s not just about age or swing speed; it’s a way of life that’s embraced, shaken + stirred.” A philosophy that resonates with people of all ages—appealing not only to golfers, but risk-takers + innovators from all walks of life. The same people Glass aims to reach.

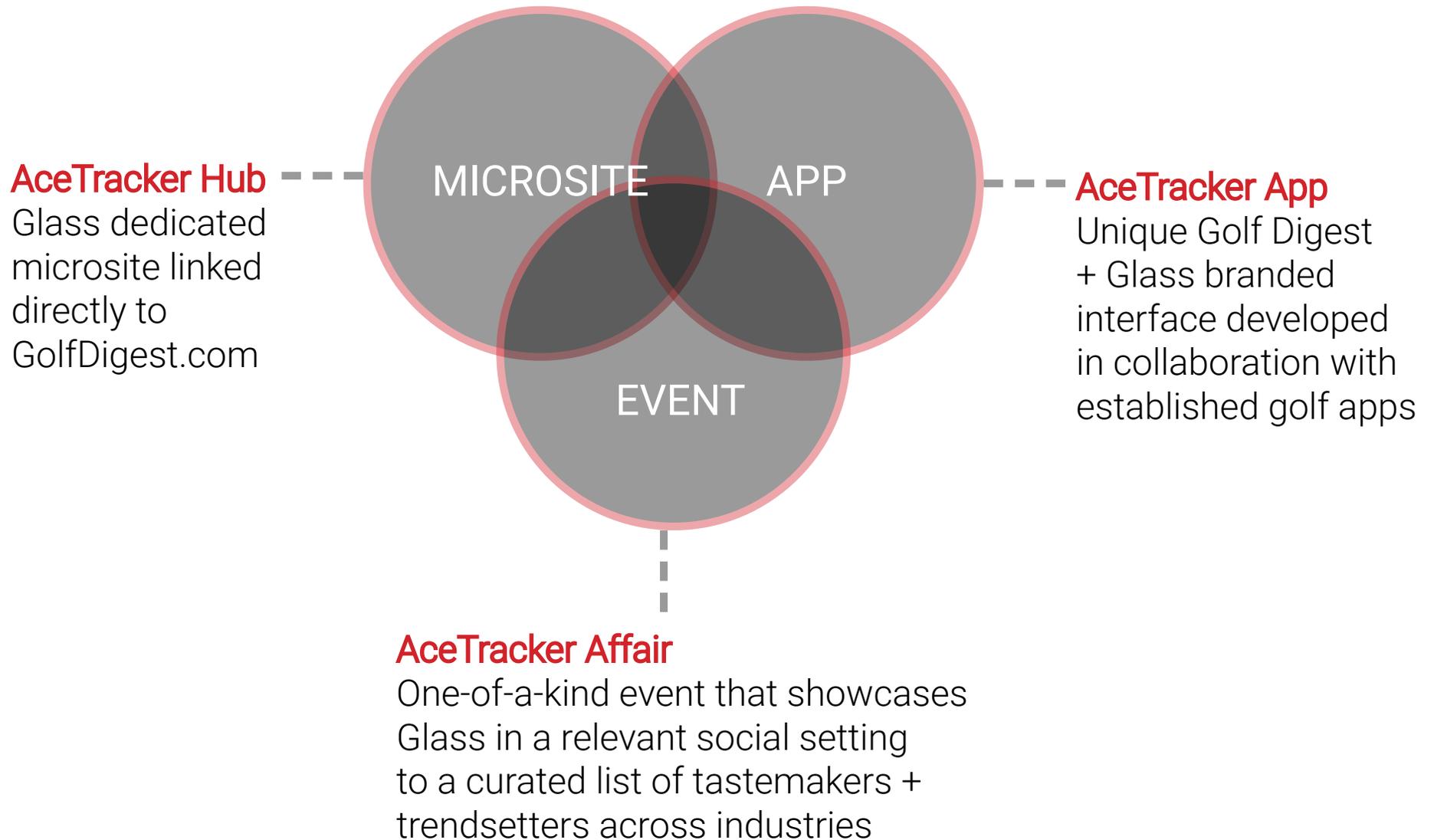
Glass provides an unmatched sensory experience. We know how impactful it can be, so let’s spread the word. Exclusively for Google, Golf Digest has developed a dynamic 360-degree plan that will garner maximum visibility to a loyal audience of golfers as well as influencers across lifestyle categories. With an unrelenting passion for innovation, we will evoke desire, creating inherently social moments of tangible awe. Moments that beg to be shared + brought to life across platforms.

## OBJECTIVES



- + **Demystify** - drive trials to educate + increase favorability
- + **Create moments of awe** - showcase how Glass dramatically enhances users' experiences
- + **Target first-impression influencers** - speak to tastemakers across different lifestyle industries, encouraging them to share
- + **Penetrate golf market** - show how Glass uniquely impacts any player's performance + overall experience on + off the course

# CUSTOM ASSETS



## ACETRACKER HUB

- + A dedicated offshoot of GolfDigest.com, the Glass microsite hosts authentic POV content + act as a social hub throughout the campaign
- + Glass provides an unmatched sensory experience. So, let's find key influencers whose passions + professions are tied to the five senses, and let's empower them with Glass
- + What connects these influencers? GOLF

## THE TEAM



**DAVID CHANG** *chef + restaurantier*

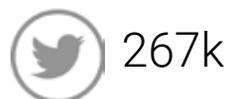




**NINA AGDAL** *danish model*



**CHAD REED** *australian motocross racer*





**TOM SACHS** *contemporary artist*



**HANNAH BRONFMAN** *dj + entrepreneur*



# ACETRACKER CONCIERGE

1	 <b>Andrew Roberts</b> Pelican Waters Golf Club	8	<b>38</b>
2	 <b>Jason Montague</b> Horton Park Golf Club	4	<b>37</b>
3	 <b>Perry Elliott</b> Pelican Waters Golf Club	9	<b>36</b>
4	 <b>Brett Leonard</b> Pelican Waters Golf Club	3	<b>35</b>
5	 <b>Jackson Hopkins</b> Pelican Waters Golf Club	0	<b>35</b>



+ Establish network of destination courses + resorts to get Glass into the hands of Golf Digest audience

+ Seed pro shops with Glass for golfers to book when they schedule tee times through the site

+ AceTracker tracks scores on course + users compete against others across the country via a real-time leaderboard on the site

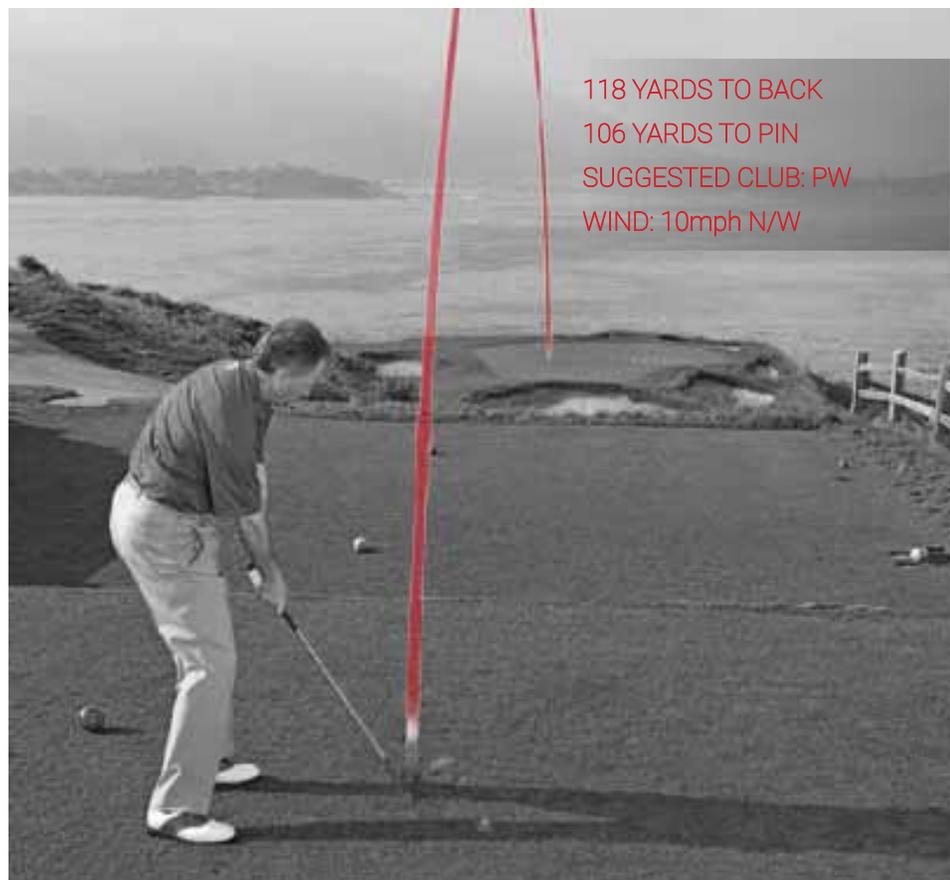
## ACE SEEN ROUND THE WORLD

<http://www.adweek.com/video/usga-hole-one-122480?auto>



- + Glass records tee shots on every par 3 to capture the first-ever POV hole-in-one video(s) to win amazing prizes
- + Top shots are showcased in a weekly SportsCenter-esque highlight reel that lives as a fixture on the microsite + pre-roll video ads on GolfDigest.com
- + Perks promotional listing on GolfDigest.com
- + Full page print ad announcing Ace Seen Round The World campaign driving people to AceTracker Hub + concierge to book Glass

## ACETRACKER APP



+ Collaborate with GolfSight + iCaddy to develop unique co-branded app to be used on course + at events throughout the Ace Seen Round The World campaign

### + Features:

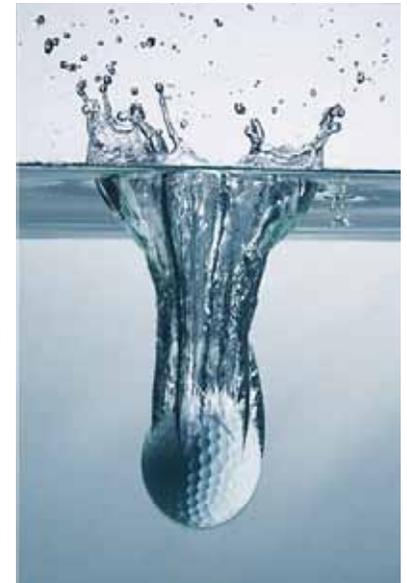
- Shareable score keeping
- Distance to targets
- Wind speed + direction
- Virtual shot tracking

+ Users have seamless access to all native Glass functions

+ Inclusion in Hot List Equipment Demo Tour with high-impact signage + contests for chances to win prizes

## ACETRACKER AFFAIR

Glass presents the ultimate urban golf experience hosted by Golf Digest



## WHO

- + Select Golf Digest audience
- + Relevant celebrities + influential bloggers + trendsetters across lifestyle categories



- + Leverage other Condé Nast properties to expand reach + drive awareness
- + Leading up to event, social opportunities for general public to gain access #4INVITE

## WHAT

- + Impactful + inherently social experience that drives awareness + generates buzz
- + Using AceTracker, guests hit eco-friendly balls at floating branded targets in the water to win prizes from Google and event sponsors



- + On a multi-screen installation, guests watch the team of key influencers playing in the first-ever live-stream POV tournament from an off-site location + MC'd by Jimmy Fallon in NYC
- + Screens also show real-time noteworthy shots hit by guests at the NYC event

## WHERE

+ AceTracker Affair takes place at South Street Seaport on a glass + metal waterfront structure inspired by Glass's innovative architectural design + logo



TOM SACHS "Apollo Lem"  
Inspiration for multi-screen installation



+ Off-site tournament is held at Peter Hays Golf Course, a nine hole par 3 at the iconic Pebble Beach Resorts



+ Perks promotional event listing on [GolfDigest.com](https://www.golfdigest.com)

+ Full page print ad announcing AceTracker Affair with CTA driving people to AceTracker Hub for more info + prompting them to share with #4INVITE