

Budget Quote Rationale

The US Golf Open tournament is aired by Fox. Fox has exclusive rights to all sponsorships and ad revenue for the event. In 2015, Fox earned \$27.8 million throughout the four day tournament which had 4.8 million viewers. To put this in perspective, the 2016 Super Bowl ad revenue amounted to \$376.8 million for 114 million viewers. This is still impressive but, Fox pays USGA \$100 million a year for the exclusive airing rights. This is a 12 year agreement between the two and Fox does not usually break even. USGA payout in prizes to the professional golfers amounts to \$10 million for the sixty some players. So, the question is, who are we, as a professional full-service PR agency, hired by?

Let us say, for the sake of the argument, that we were hired USGA to promote the event. We know that USGA makes roughly \$100 million a year from Fox for the event (excluding all of the merchandise sales they likely earn). If we subtract the \$10 million in purse payouts to the professional golfers, that leaves us with \$90 million in revenue. As a professional and well-known PR & Advertising agency, we generally offer our services on a yearly retainer or project based fee. Seeing that the profits from this specific event are roughly \$90 million, we agree to offer our service bid, for a year(including ad buy costs), for \$22.5 million.

Target Audience & Message

Being a well-known millennial PR & Advertising agency, we will be focusing our campaign on reaching the younger millennials. We will target college aged and gen z dip viewers from 18 to 26. Our ads will appeal in design to younger viewers who are already interested in golf or leisure golf as a source of entertainment. Our target owns a pair of golf clubs and has been to a course at least several times. He or she generally thinks of golf as an old person form of entertainment, but nevertheless enjoys playing it with family and friends because it is fun.

We will embrace the idea that some of the professional golfers in the tournament are the same age as our target. The idea that anyone can win it. We want to approach those who find joy and entertainment in golf and promote the notion of taking it back from older generations. Golf no longer has to be a sport for grandpa. We will embrace a comedic sarcastic tone throughout our messages pertaining to golf being only for old people. We will use golfers such as Andy Zang or Jordan Speith to reach our target and deliver these messages.

Platforms

Being a well-known millennial PR & Advertising agency, we will be using the platforms that our target audience use the most. These platforms include: Social Media Sites (Instagram, Twitter, Snapchat, Facebook, and Youtube), Netflix, Video Games, Spotify, Pandora, Google Play Music, Television, Out of Home, Modern Magazines, Moment Marketing, Email Marketing, Direct Messaging, Influencer Endorsements, and Event Sponsorships (ie. Music Festivals).

Scheduling & Budget Allocation

Of the platforms mentioned above we will utilize the majority of them year-round. Our team will split into specialized groups managing each of the different platforms leading up to the tournament. As for our budget allocation, please check out the chart below.

References

<http://adage.com/article/media/fox-scares/299158/>

<http://getmustr.com/blog/show-money-pr-agency-pricing-structure-fundamentals-2/>