



Vijay: Another Sunday slip

THE GAME'S #1 NEWSWEEKLY/A GOLF DIGEST PUBLICATION • MARCH 25, 2005 • \$2.95

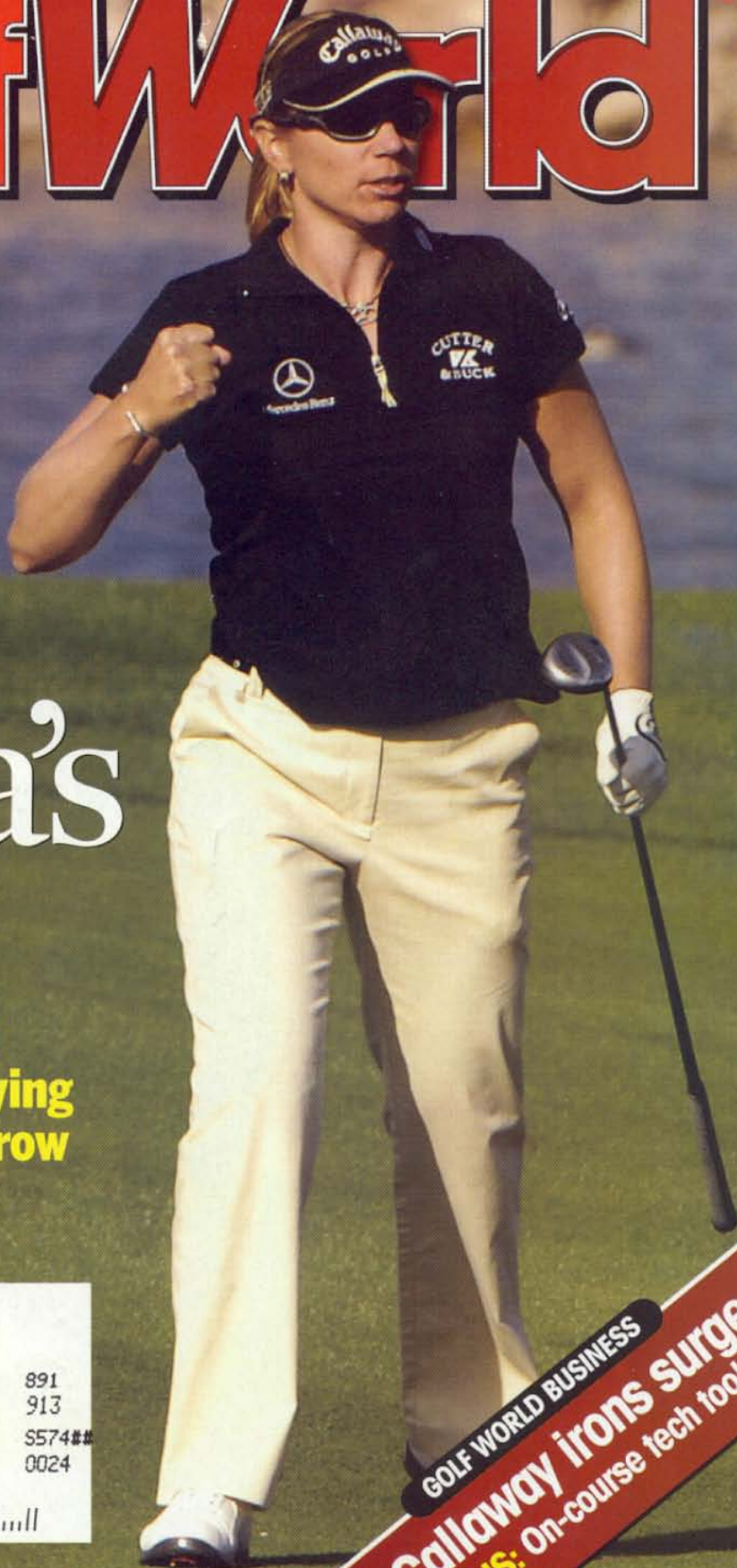
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On the road to fitting

New year brings a new TV campaign for clubmaker Ping

LIKE last year's ads that featured Chris DiMarco, Ping's new spots, which debuted during the Honda Classic, have a singular feel. No wonder, since the commercials again were created by The Martin Agency, Richmond, Va., and Ping's director of advertising Pete Samuels.

The series is a yearlong travelogue, to be shown on network and cable TV, with a planned \$3 million spend. It follows a Ping fitting van across the country (since June, it has traveled 40,000 miles), featuring company products, as well as Ping's clubfitting commitment. Ads include stops on the Mall in Washington, D.C., in the West Palm Beach area and



Ping van and Hollywood tourists.

at Hoover Dam on the Arizona-Nevada line, and feature Ping clubfitter Warren Mape.

Much like the unscripted campaign, Mape's involvement was by chance. Traveling with the van and its driver, who was scheduled to be the clubfitter in the spots, Mape was called into service

when the fitter became ill. Mape's easy manner works well, and his role has increased with each succeeding segment.

One of the biggest challenges is scheduling, said Samuels—the next shoot is planned for April in St. Louis—because the van is in such high demand from regional sale reps for fitting days at golf facilities.

THE INSIDER

A star of the PGA Merchandise Show and now an apparent early season success is the **BEN HOGAN C-S3** driver, which started shipping March 12. According to Hogan's VP of sales and marketing Jamie Bosworth, both the driver and the entire line are doing well. "By April we will have surpassed our entire 2004 in sales," Bosworth said. At the same time, he acknowledged the **TOP-FLITE** brand is not doing as well. "We will continue to work hard to get Top-Flite back to a more authentic golf brand," he said. ... Talk among club and ball manufacturers has turned to commodity prices, whose rise may force product prices up later this year. Titanium and graphite are being bought in large quantities by the aerospace and defense industries, and it is unlikely capacity to create more can be brought online soon.



Top-Flite Golf's Jamie Bosworth.

Natural gas, nickel, petroleum and steel also have gone up. Big OEMs, because of existing contracts and their power in the market, may be able to hold the line on prices. But industry sources expect small companies that sell on price may find it difficult to handle the stress. Stay tuned.

ON THE MOVE

Named: VP of sales and marketing, Sunderland of Scotland, **RICK GIELOW**; director of marketing, Ben Hogan, **BOB ARNOLD**; director of inside sales and customer service, director of PR and pro tour, manager of special markets, respectively, for Top-Flite Golf, **KEVIN MARTIN**, **DENNIS BLAKE** and **JARED ZIMMERMAN**; national sales manager for Gear for Sports, **TRACY WILSON**; sales rep of the year for TaylorMade-Adidas Golf, **STEVE PLOCH**; outside sales, inside sales and strategic account reps of the year, respectively, for Callaway Golf, **JIM WALLACE**, **DARREN SWAIN** and **PETER WOOLF**; golf sales reps for Greg Norman Collection, **BARRY DENNIS** (Connecticut, Westchester Co. New York, W. Massachusetts), **STEVE AIELLO** (N. California), **BRAD WILSON** (Colorado, Utah, Wyoming, New Mexico), **HUGH PETERSON** (Hawaii).