

# CASE STUDY

Product Launch

## CLIENT:

FootJoy

## PROGRAM:

Launch FootJoy GelFusion™ golf shoe to the media.

## COMMENTS:

“GelFusion is the most technologically advanced golf shoe on the planet.”

- Mike Chwasky, Golf Tips Magazine

# FOOTJOY®

## CLIENT:

FootJoy is the #1 shoe and glove in golf and the leader in all-weather performance golf products.

## PROGRAM:

To create high-exposure and excitement for the introduction of FootJoy's GelFusion™ golf shoe among key media, customers and golfers, as well as the FootJoy sales force and internal staff.

## GELFUSION LAUNCH OBJECTIVES:

### 1. Create awareness and anticipation for GelFusion Golf Shoe with key media.

JDPR combined a media familiarization trip and media tour strategies to effectively launch the GelFusion golf shoe among core media. JDPR invited several writers whom FootJoy has an established relationship with to visit the headquarters in Fairhaven, MA to get an exclusive look at GelFusion. JDPR also conceptualized a summer media tour in which a JDPR representative traveled with FootJoy Brand managers visiting core publications such as Golf Digest, GolfWorld, Golf Magazine, Golf For Women and T&L Golf.



### 2. Position GelFusion as industry innovation using I-Suspension Outsole as main feature.

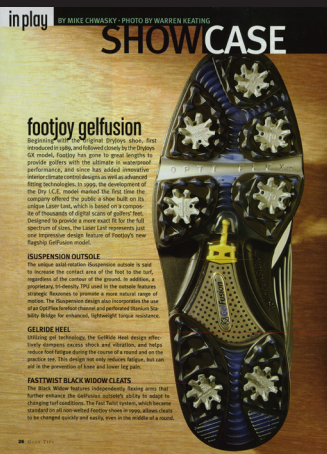
In order to create understanding among consumers with regards to GelFusion's proprietary shoe technologies, JDPR likened the I-Suspension Outsole of the GelFusion shoe to independent suspension in an automobile. The parallel was easy for most consumers to grasp and thus produced a clear understanding of how a tech feature benefits golfers by providing added flexibility.

### 3. Leverage FootJoy's PGA Tour dominance with publicity of Tour players wearing GelFusions.

A major facet of the GelFusion launch was the announcement of PGA Tour players who would be wearing the shoes in tournament play. JDPR supported this initiative with core media relations.

## PR RESULTS:

- The GelFusion new product launch generated nearly a quarter million dollars in advertising equivalency for FootJoy. An ROI estimated at nearly 10-1.
- Extended coverage of GelFusion's tour presence when Mike Weir won the 2003 Masters effectively giving GelFusion its first major victory and a feature placement in GolfWeek.
- GelFusion featured on CNBC's Business Center as the golf shoe to buy during the Father's Day Gift Buying segment. Also mentioned GelFusion as being the shoe of the Masters champion.



**JDPR**  
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