

## Case Study

### TAG Heuer | Golf Day (Old Head, Kinsale)



#### Objectives

- To provide an exclusive, premium and challenging golf experience for TAG Heuer to entertain 36 of their key retailers over three consecutive days

#### Strategy

- To work with the TAG Heuer Team to understand and identify all requirements fitting to TAG Heuer brand values and create a unique experience for their key customers. LSM proposed Old Head of Kinsale, one of the most challenging of all links courses. The fantastic course and the hotel facilities provided the ideal setting for the TAG brand

#### Implementation

- LSM arranged and coordinated transfers for each guest and luxury accommodation on site at Old Head
- LSM sourced branded golf merchandise and a special gift for each guest
- LSM arranged for each team to be hosted by a well-known sporting personality
- Caddies were provided for each golfer
- On course we provided special twists, champagne and oysters rather than bacon rolls and coffee
- LSM hosted a surprise cocktail party at a unique venue
- LSM hand selected restaurants and bars for dinner in Kinsale, the gastronomic capital of Ireland

#### Evaluation & results

- Each guest was very impressed with the stunning location of the course, the accommodation and planning of the event
- Out of 36 guests invited over three days, there was 100% attendance
- The guests enjoyed getting to know Jeremy Guscott, Lawrence Dallaglio, Steve Backley and other sports personalities in a relaxed and informal setting
- The day ran smoothly and to time despite some complicated travel routes
- TAG Heuer engaged LSM to run their annual golf day for key retailers which is now in its 4th year

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