



## Golf Co. Protégé Sport unveils First Infomercial

By Sean Sexton

Protege Sport, a golf equipment manufacturer in Melbourne, Australia, rolled out its first infomercial for the Perfect Grip, a grip for golf clubs. The design was done in part by PGA professional Mark O'Meara and is an exact replica of where he grips a golf club.

Script to Screen Inc., an infomercial production company in Santa Ana, CA, produced the half-hour program.

"There is a story to tell here," said Tony Kerry, senior vice president of marketing for Script to Screen. "With O'Meara describing his product and several pros offering testimonials, the show will appeal to golfers."

Pro golfers featured include Tiger Woods, Payne Stewart, Lee Jantzen, Justin Leonard and Brad Paxon. O'Meara hosts the show along with his coach, Hank Haney. The infomercial was filmed on location at the Isleworth Country Club in Orlando, FL.

The grip fits over the existing grip of the club and is locked into place by the T-Track locking system. The grip fits on any club. The price point is \$49.95, and there is an upsell offer for a book written by Haney.

"Most golfers don't realize how important the grip is to their swing," Kerry said "That's why we chose the infomercial format for this product. That and the fact that golf products don't do well in short form."

Although it is late in the season, the infomercial is expected to do well in markets where golf can be played throughout the year.

"It's called follow-the-sun strategy," said Mark Ratner, senior vice president of client services and marketing a Hawthorne Direct Inc., Fairfield, IA, which is sharing the media buying with Maximum Coverage Media. TSI and West Teleservices will share teleservices, and fulfillment services will be provided by Universal Distribution Services.

Ratner said golf infomercials were not as successful this year as last year, although sales were solid.

"This year was strong, but not as strong as last year," he said. "There was no Olimar Fairway Wood on the market, and that was a huge hit in 1998. There were some things that worked but nothing to that level which made it not as exciting."

The infomercial for the grip system follows several other DRTV spots and infomercials for golf products that began airing this summer.

Maxfli Golf, Greenville, SC, launched a DRTV spot campaign for its Revolution Irons. Its 60 second and 120 second spots were intended to generate sales leads and build awareness for local retailers of the product. In-

Finn-Ity Direct, a DRTV production and consulting company in Los Angeles, shot the spots.

Cleveland Golf aired an infomercial for its Quad Pro line of fairway woods. The infomercial was produced by American Video Group, Los Angeles. "The Cleveland QuadPro Challenge" program was hosted by NBC golf commentator Gary Koch and PGA players Andrew McGee and Frank Nobilio.

PRGR, a Japanese club manufacturer, completed production on an infomercial produced by Script to Screen. PRGR's infomercial demonstrated tests of its 200I titanium long iron by pro players Corey Pavin and Brian Watts.

Adams Golf Inc., Plano, TX, aired its third infomercial, again produced by Script to Screen. The show promoted Adams' new SC series of drivers and was hosted by golf announcers Jack Whitaker and Roger Twibell.

Finally, Thane International Inc., La Quinta, CA, tested an infomercial to promote "The One on One with Greg Norman" instructional golf video. ■



The infomercial will include golf pros Hank Haney, left, and Mark O'Meara, right, pictured with executive producer Ken Kerry.