



GREG NORMAN

— FOR —

Tasso Elba™

only ★ macy's



The stars were aligned as Macy's and Golf Digest capitalized on the excitement surrounding the 2013 golf season with the integrated marketing platform **Teed Up 4 Style.**

Golf Digest leveraged our exclusive relationship with the PGA Tour to create a custom activation to build further brand awareness for Greg Norman for Tasso Elba only at Macy's.

To do this we joined forces for a series of entertaining events at several PGA Tour stops. Young tour star and face of *Greg Norman for Tasso Elba only at Macy's* Bud Cauley talked golf and style with Golf Digest Fashion Director Marty Hackel, and fans were invited to hit balls with the very clubs used by both Cauley and two-time major champion Greg Norman.

This multi-platform marketing strategy raised awareness, elevated exposure and drove sales for the *Greg Norman for Tasso Elba only at Macy's* brand through curated experiences that touched **377,000+** golfers.

EST. TOTAL PROGRAM IMPRESSIONS: 4,060,908,567



CONSUMER TOUCH POINTS

Golf Digest tapped into its collection of assets to engage users around the platform. Here are the results.



SOCIAL

Golf Digest promotional, editorial and brand Twitter handles; as well as Bud Cauley, Macy's and Greg Norman Twitter support
Est. impressions: 500,000+



DIGITAL

House banner campaign across CNP men's collection sites; exposure on GolfDigest.com "Perks" channel (3 months)
Est. impressions: 101,134



EXPERIENTIAL

Inside-the-gates activation at three (3) PGA Tour events
Est. impressions: 377,000



PRINT

Seven (7) ad pages (5 single, 1 spread), three (3) *Leaderboard* recaps (6.5 million+) and October pub letter (4,000 distribution)
Est. impressions: 58,504,000



GREG NORMAN
FOR

Tasso Elba

only macy's



RETAIL

Pre-promotion gift with purchase at 11 participating doors in three (3) markets; two (2) dedicated events in two (2) key markets
Est. impressions: 1,000+/-



E-MAIL

Four (4) dedicated e-mails
Est impressions: 42,500



TABLET

GD Digital Edition exposure from ad campaign and *Leaderboard* recaps (150,000 circulation)
Est. impressions: 1,350,000



PR

Local TV, print, radio coverage (est. impressions: 32,933), April-June issue media
Est. impressions: 4,000,032,933

TOTAL EST. PROGRAM IMPRESSIONS: 4,060,908,567

**LEVERAGING THE
AUTHORITIES IN THE
BUSINESS TO LEND
IMPLIED EDITORIAL
CREDIBILITY TO
GREG NORMAN
FOR TASSO ELBA
ONLY AT MACY'S**

MARTY HACKEL
Golf Digest Fashion Director



STINA STERNBERG
Global Golf Director





PGA TOUR ACTIVATION—EXPOSURE AT THE HIGHEST LEVEL OF THE GAME

Three (3) inside-the-gates events:



May 6-19, 2013



June 10-18, 2013



June 17-30, 2013



Two (2) Macy's retail events:

- > Bud Cauley + Marty Hackel appearance at Macy's Polaris on May 28, 2013
- > Bud Cauley + Stina Sternberg appearance at Macy's Montgomery on June 25, 2013





HP BYRON NELSON CHAMPIONSHIP





INSIDE THE GATES AT THE **HP BYRON NELSON CHAMPIONSHIP**

Pre-promotion, May 6-14, 2013:

- › 400 any-day passes to the HPBN provided as a gift with purchase. For a spend of \$125 or more, customers received two (2) any-day passes to the HPBN
- › Gift with purchase was activated at six (6) Dallas-based Macy's
- › Retail promotion (posters, flyers, e-mail campaign)
- › GolfDigest.com house banner campaign (pointing people to the "Perks" channel to learn more and to enter to win)
- › Promotion on GolfDigest.com "Perks" channel
- › Joint social and PR effort



**HP BYRON NELSON
CHAMPIONSHIP**

Inside-the-gates activation, May 15-19, 2013:

- › Custom 10x20 tent and brand experience (i.e., side walls, video loop, pull-up banners, table cloth, social experience)
- › Two (2) brand ambassadors outfitted in *Greg Norman for Tasso Elba only* at Macy's during the entire five-day event (four unique looks for each BA)
- › Social experience: Guests had the opportunity to take their picture on the cover of Golf Digest (custom Golf Digest backdrop and digital cover lines)
 - Covers (with pre-populated comments regarding the users' experience at the HPBN with Golf Digest) were printed and posted to any/all social channels selected by the consumer
- › Macy's 20% off coupon distribution
- › Sweepstakes to win a signed Bud Cauley staff bag
- › Distribution of Golf Digest's May Fit Issue



HP BYRON NELSON CHAMPIONSHIP

PROMOTION

GET THE COMPETITIVE EDGE
USE THIS PASS FOR EXTRA SAVINGS

EXTRA 20% OFF
WEDNESDAY, MAY 15-SUNDAY, MAY 26, 2013

ALL! REGULAR AND SALE APPAREL FROM GREG NORMAN FOR TASSO ELBA WHEN YOU USE THIS PASS IN STORE OR AT MACYS.COM

Enter promo code: GNGOLF in your online shopping bag to redeem your discount. Limit one per transaction.

†Excludes: Everyday Values (EDV), specials, super buy, special orders, services. Cannot be combined with any discount or credit offer, except opening a new Macy's macys.com. EXTRA SAVINGS % APPLIED TO REDUCED PRICE.

ENTER FOR A CHANCE TO WIN

Fill out a ballot for your chance to win a **Tour Staff Bag** autographed by PGA tour player **Bud Cauley**.*



BUD CAULEY WEARS
GREG NORMAN FOR Tasso Elba

PUT SOME STYLE IN YOUR SWING

From May 6-14, 2013, when you make a \$125 or more Greg Norman for Tasso Elba purchase, you'll receive 2 AnyDay Passes to the HP Byron Nelson Championship on May 15-19, 2013.*

Then visit our tent at the HP Byron Nelson Championship from May 15-19, 2013, to pose for your own **Golf Digest** souvenir cover photo. You can also enter to win a **Tour Staff Bag** autographed by PGA Tour player Bud Cauley.**



BUD CAULEY WEARS
GREG NORMAN FOR Tasso Elba

PUT SOME STYLE IN YOUR SWING

From May 6-14, 2013, when you make a \$125 or more Greg Norman for Tasso Elba purchase, you'll receive 2 AnyDay Passes to the HP Byron Nelson Championship on May 15-19, 2013.*

Then visit our tent at the HP Byron Nelson Championship from May 15-19, 2013, to pose for your own **Golf Digest** souvenir cover photo. You can also enter to win a **Tour Staff Bag** autographed by PGA Tour player Bud Cauley.**



GREG NORMAN FOR
Tasso Elba

only macy's

This summer, Greg Norman for Tasso Elba and Golf Digest joined forces for a series of entertaining events at several PGA Tour stops. Young tour star Bud Cauley talked golf and style with **Golf Digest** editors, including Fashion Director Marty Hackel, and fans were invited to hit balls with the very clubs used by both Cauley and two-time major champion Greg Norman.




GREG NORMAN FOR Tasso Elba only macy's macys.com/gregnorman

PUT SOME STYLE IN YOUR SWING SWEEPSTAKES

FIRST, LAST NAME _____

EMAIL ADDRESS _____

MAILING ADDRESS _____

PHONE NUMBER _____

OPT-IN FOR GOLFDIGESTIX
 OPT-IN FOR FUTURE MACY'S PROMOTIONAL EMAILS
 OPT-IN FOR FUTURE GREG NORMAN PROMOTIONAL EMAILS

Golf Digest

INSIDE THE GATES AT THE HP BYRON NELSON CHAMPIONSHIP

Post-event recap:

- > Golf Digest *Leaderboard* featured in the October issue
- > Promotional GolfDigest.com "Perks" channel

Program metrics

- > Approx. **200,000** guests came through the gates over the course of the five-day activation
- > **1,000** photos taken and posted to social media
- > **300** sweepstakes entries
- > **2,000** coupons distributed
- > **400** any-day passes delivered as gift with purchase of at least \$125 in merchandise

 
**HP BYRON NELSON
CHAMPIONSHIP**

**PROMINENT BRANDING &
CONSUMER CALL TO ACTION**



 
**HP BYRON NELSON
CHAMPIONSHIP**
CONSUMER EXPERIENCE



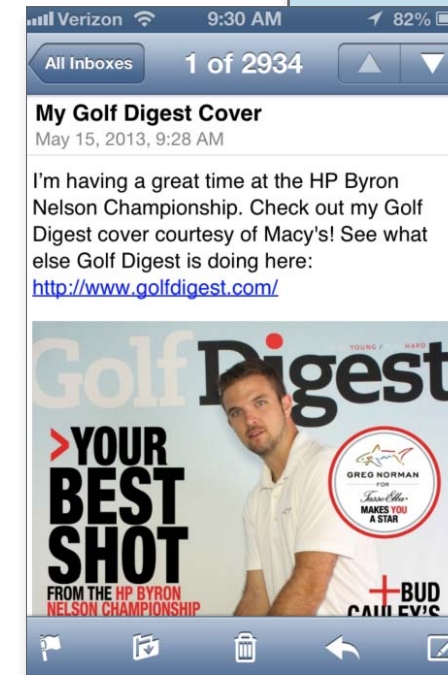
hp | 

HP BYRON NELSON CHAMPIONSHIP

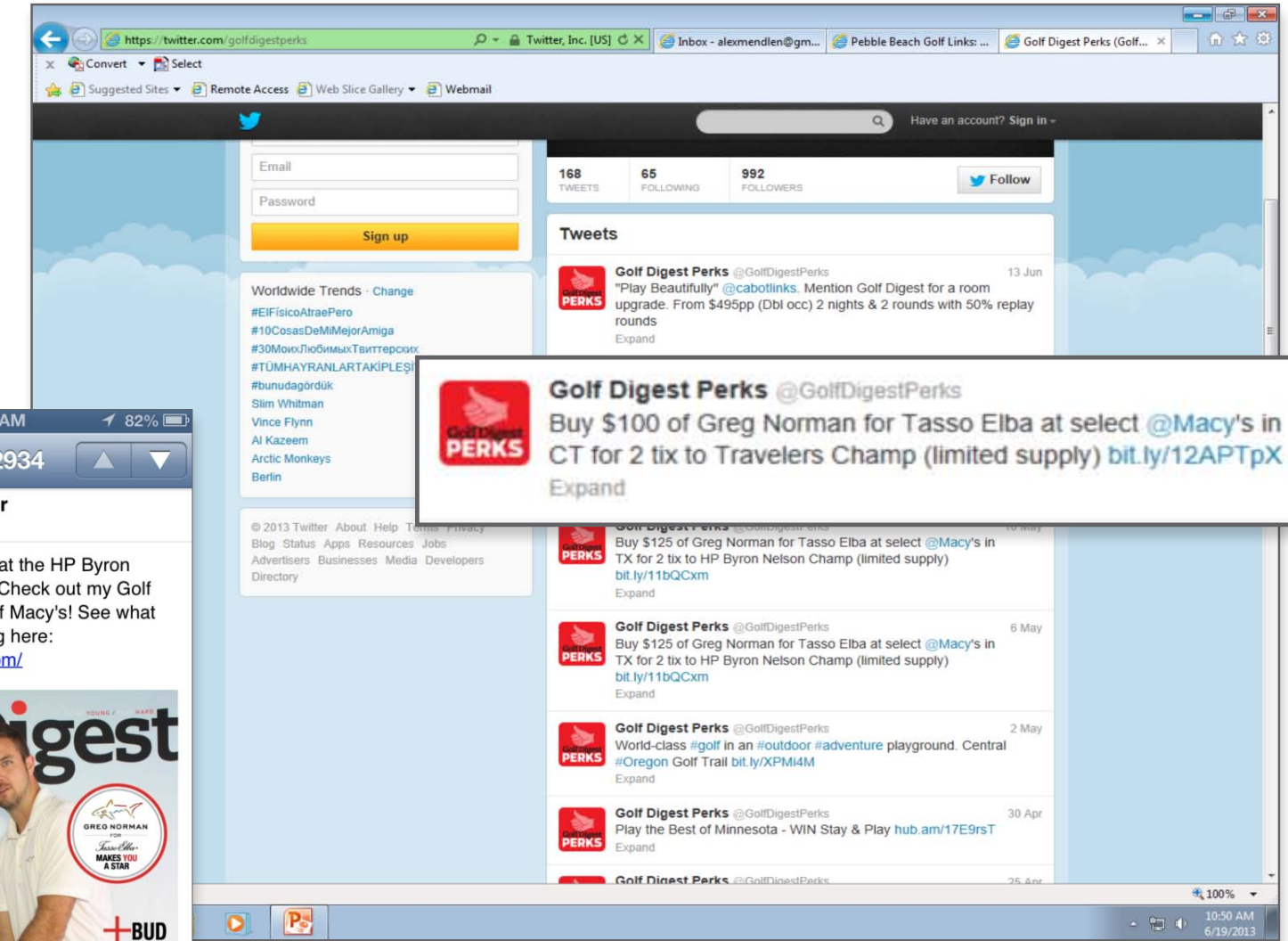
CONSUMER EXPERIENCE



SOMETHING FUN TO: TWEET, POST, CHAT



MULTIPLE CONSUMER TOUCHPOINTS FOLLOWING ONSITE EXPERIENCE





RETAIL EXPERIENCE



RETAIL EVENT AT MACY'S POLARIS MALL

May 28th—timed around the Memorial Golf Tournament:

- › Q&A with Golf Digest/Golf World Fashion Director Marty Hackel and PGA Tour player Bud Cauley
- › Player and editor signing (glossies were provided for customers)
- › DJ played tunes
- › Guests shopped
- › Gift with purchase: For a spend of \$50 or more, customers received an EA Sports TIGER WOODS PGA TOUR 14 game (Bud is featured in the game)
- › Passed country-club themed cocktails and appetizers
- › Two (2) EA Sports TIGER WOODS PGA TOUR 14 game stations pre-set to Bud Cauley as the golfer
- › Golf Digest issues

Pre-promotion:

- › Retail promotion (posters, flyers, e-mail campaign)
- › Dedicated Golf Digest e-mail
- › GolfDigest.com "Perks" promotion
- › Social effort supported by Macy's, Bud Cauley and Golf Digest
- › Joint PR and social effort

Post-event recap:

- › Golf Digest *Leaderboard* listing in the August Issue
- › Promotion on GolfDigest.com "Perks" channel



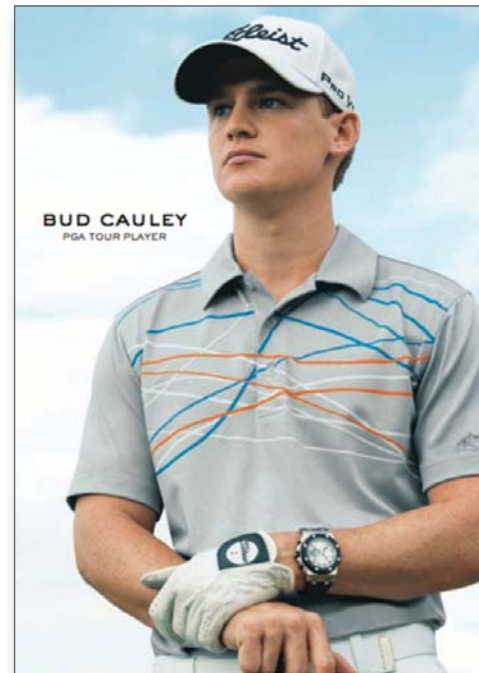
POLARIS
FASHION PLACE

RETAIL CONSUMER EXPERIENCE





RETAIL PROMOTION



BUD CAULEY
PGA TOUR PLAYER

BUD CAULEY
WEARS



GREG NORMAN
FOR

Tasso Elba

DON'T MISS AN EXCLUSIVE Q&A WITH
PGA TOUR PLAYER BUD CAULEY,
THE NEW FACE OF
GREG NORMAN FOR TASSO ELBA!

Mr. Style, Fashion Director *Golf Digest/Golf World*
Marty Hackel hosts an exclusive Q&A with PGA
Tour Player Bud Cauley, the new face of Greg
Norman for Tasso Elba. After the Q&A, you'll have
the opportunity to meet and receive autographs from
Bud and Marty.* Plus when you make a \$50
or more Greg Norman for Tasso Elba
purchase, you'll get a copy of EA SPORTS PGA
TOUR 14.† And don't miss your chance to play EA
SPORTS PGA TOUR 14 during the event.

Meet PGA Tour Player Bud Cauley
Tuesday, May 28th, 5 pm
Macy's Polaris, Men's Department, 2nd Floor



*Autographs available as time permits. No personal memorabilia will be accepted for signing; only items provided by Macy's will be signed. †One offer per customer. Valid only on day of event. While supplies last. Event subject to change or cancellation.


SPECIAL EVENT LOOK WHO'S HERE! BUD CAULEY TUESDAY, MAY 28 • 5PM MACY'S POLARIS, MEN'S DEPARTMENT, FLOOR 2



Stop by to meet PGA Tour Player Bud Cauley, the new face of Greg Norman for Tasso Elba. Watch an exclusive Q&A hosted by Mr. Style, *Golf Digest/Golf World* Fashion Director Marty Hackel. After the Q&A, you'll have the opportunity to meet and receive autographs from Bud Cauley and Marty Hackel.* Plus when you make a \$50 or more Greg Norman for Tasso Elba purchase, you'll get a copy of EA SPORTS PGA TOUR 14.† And don't miss your chance to play EA SPORTS PGA TOUR 14 during the event.



*As time permits. No personal memorabilia will be accepted for signing; only items provided by Macy's will be signed. †Offer valid only on day of the event. While supplies last. Event subject to change or cancellation.



BUD CAULEY
PGA TOUR PLAYER

BUD CAULEY
WEARS
GREG NORMAN
FOR
Tasso Elba

only macy's

PGATOUR 14

Special Event: Meet Bud Cauley

Tuesday, May 28th at 5pm
Macy's Polaris
Men's Department, 2nd Floor

Stop by to meet PGA Tour player Bud Cauley, the new face of Greg Norman for Tasso Elba. Watch an exclusive Q&A hosted by Mr. Style, Fashion Director *Golf Digest/Golf World* Marty Hackel. After the Q&A, you'll have the opportunity to meet and receive autographs from Bud Cauley and Marty Hackel.* Plus when you make a \$50 or more Greg Norman for Tasso Elba purchase, you'll get a copy of EA SPORTS PGA TOUR 14.† And don't miss your chance to play EA SPORTS PGA TOUR 14 throughout the day during the event.

Shop Greg Norman for Tasso Elba

*As time permits. No personal memorabilia will be accepted for signing; only items provided by Macy's will be signed. †Offer valid only on day of event with purchase. While supplies last. Event subject to change or cancellation.

Like 0 Tweet 0 +1 0



President, ICON Sports Management RJ Nemer, PGA Tour Player Bud Cauley, *Golf Digest/Golf World* Fashion Director Marty Hackel and *Golf Digest/Golf World* Publisher Dan Robertson

Special Event with Bud Cauley, the new face of Greg Norman for Tasso Elba

On May 28th, Macy's and *Golf Digest* guests were invited to Macy's Polaris Store in Columbus, Ohio, for an inside-the-ropes discussion with PGA Tour player Bud Cauley and *Golf Digest/Golf World* Fashion Director Marty Hackel aka "Mr. Style".

golfdigest.perks.com/showcase/polaris

Golf Digest GREG NORMAN FOR Tasso Elba only macy's

Bud Cauley wears GREG NORMAN FOR TASSO ELBA Only at Macy's.



the magic of macy's .com



GREG NORMAN FOR Tasso Elba

Marty Hackel
Mr. Style, Fashion Director *Golf Digest/Golf World*

only macy's



TRAVELERS CHAMPIONSHIP





GOLF DIGEST HOT LIST TOUR AT THE **TRAVELERS CHAMPIONSHIP**

Pre-promotion, June 10-15, 2013:

- › 100 any-day passes to the Travelers Championship provided as a gift with purchase. For a spend of \$100 or more, customers received two (2) any day passes to the Travelers Championship
- › Activated at two (2) Connecticut-based Macy's
- › Retail promotion (posters, flyers, e-mail campaign)
- › GolfDigest.com house banner campaign (pointing people to "Perks" to learn more and enter to win)
- › Promotion on GolfDigest.com "Perks" channel
- › Joint social and PR effort

Inside-the-gates activation, June 18th, 2013:

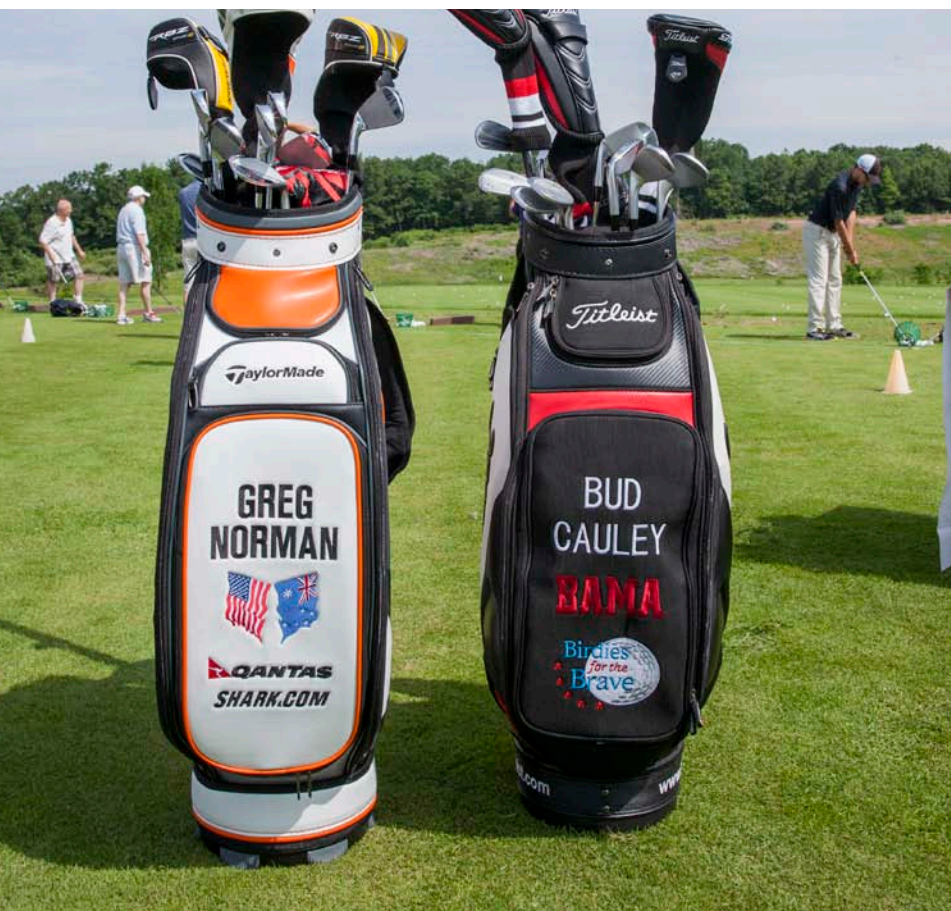
- › On-the-range activation: Hit the Pros' Clubs where guests could hit Bud Cauley and Greg Norman's actual clubs
- › Two (2) brand ambassadors outfitted in *Greg Norman for Tasso Elba only* at Macy's for the day
- › Fashion Ambush hosted by Marty Hackel: Selected event guests were made over in *Greg Norman for Tasso Elba only* at Macy's and captured on video
- › Bud Cauley and Stina Sternberg Q&A: Guests enjoyed an intimate inside-the-ropes discussion with PGA Tour player Bud Cauley and post-chat signing. Video was captured
- › Macy's 20% off coupon distribution
- › Sweepstakes to win a signed Bud Cauley staff bag
- › Distribution of Golf Digest's June issue



TRAVELERS
CHAMPIONSHIP



TRAVELERS CHAMPIONSHIP



INSIDE THE GATES AT THE TRAVELERS CHAMPIONSHIP

Post-event-recap:

- › Golf Digest *Leaderboard* listing in the October issue
- › Promotion on GolfDigest.com “Perks” channel

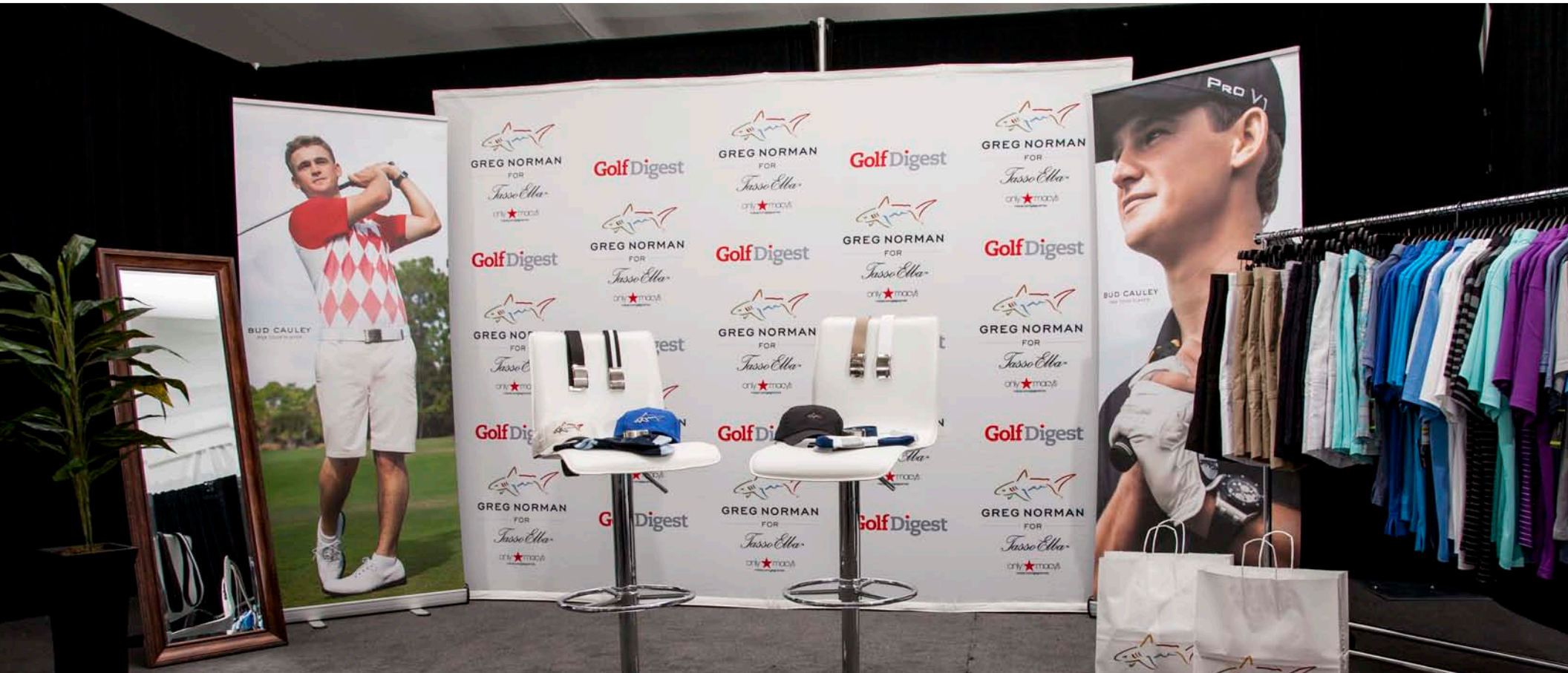
Program metrics

- › Approx. **2,000** guests came through the Golf Digest Hot List Tour during this one-day event
- › **100** sweepstakes entries
- › Rich video content for Macy’s and Greg Norman to use across their digital and social channels
- › **2,000** coupons distributed throughout the week (at HLT event and GD Wifi booth)
- › **100** any-day passes delivered as gift with purchase of at least \$100 in merchandise
- › Robust social effort



TRAVELERS CHAMPIONSHIP

FASHION AMBUSH WITH MARTY HACKEL
CANDIDATE #1 > ROB LABARBERA





TRAVELERS CHAMPIONSHIP

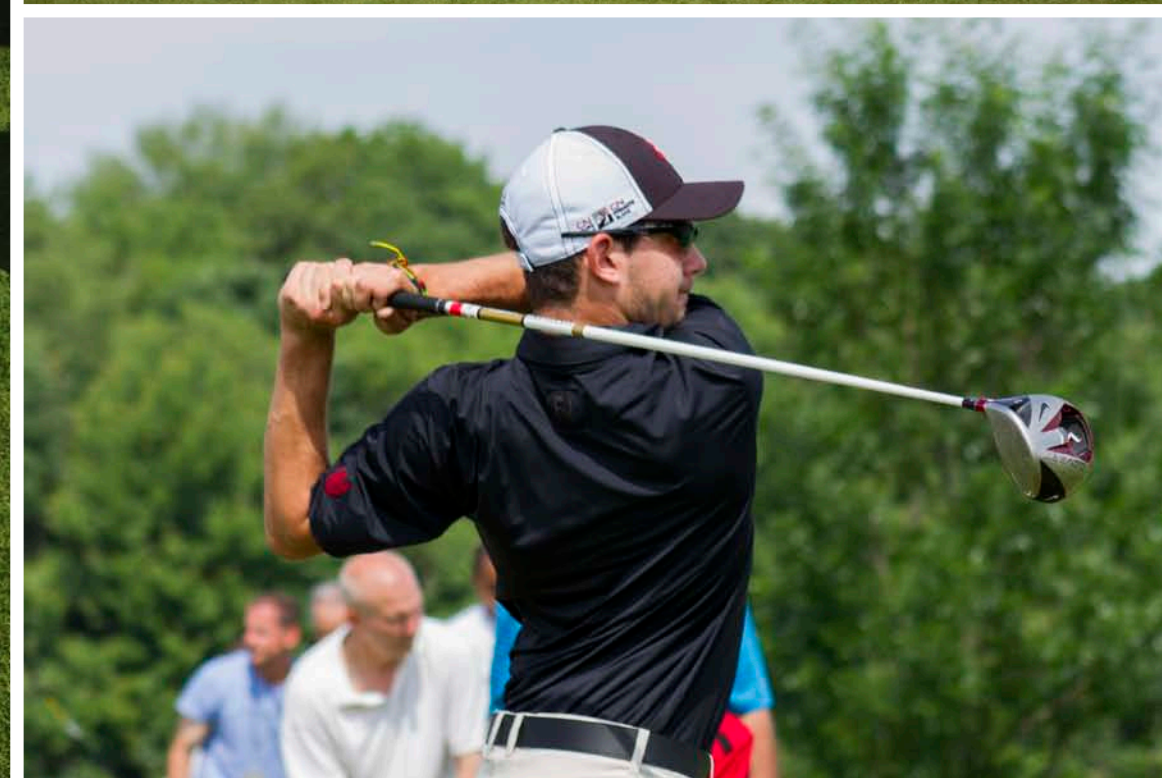
FASHION AMBUSH WITH **MARTY HACKEL**
CANDIDATE #2 > **STEVE HENNESSEY**





TRAVELERS CHAMPIONSHIP

HIT THE PROS' CLUBS ON THE RANGE





TRAVELERS CHAMPIONSHIP

BUD CAULEY + STINA STERNBERG Q&A





TRAVELERS CHAMPIONSHIP

SOCIAL COVERAGE

Stina Sternberg @StinaSternberg
Encece Bruce Beck leads the MGWA's annual awards dinner with David Letterman's Top 10 Reasons Golf... [tms merZadP](#)
Expand

Stina Sternberg @StinaSternberg
Loved all the kids in the crowd! MT @jstenderhawk Thx @BudCauley and Stina for a great day at #TravelersChamp rmacys pic.twitter.com/GLV214b9g
[pic.twitter.com/GLV214b9g](#)
Hide photo Reply Retweet Favorite More




2 RETWEETS 1 FAVORITE

3:27 PM - 18 Jun 13 Details Flag media

Ming Tsai @chhongtial
@StinaSternberg @TravelersChamp @jstenderhawk @BudCauley Hey Stina, look fwd to seeing you 2morrow!
Expand

Stina Sternberg @StinaSternberg
Fun Q&A at The Travelers with Greg Norman for Tasso Elba ambassador @BudCauley. [pic.twitter.com/H18ObiXyDs](#)
[pic.twitter.com/H18ObiXyDs](#)
Hide photo Reply Retweet Favorite More



2 RETWEETS 1 FAVORITE

11:56 AM - 18 Jun 13 Details Flag

Stina Sternberg @StinaSternberg
Adding to the long list of reasons to like @JustinRose99: He's sticking to his plan to play Travelers this week, despite crazy med sched.
Expand

Stina Sternberg @StinaSternberg
Finding some real talent on the range here at the Travelers today. #HotListTour [instagram.com/pratKKG7S0n_/](#)
Expand

Stina Sternberg @StinaSternberg
Marty Hackett with Victim No. 1, Rob, who was dressed more for beach than golf. That's about to change. [pic.twitter.com/G561088I](#)
[pic.twitter.com/G561088I](#)
Hide photo Reply Retweet Favorite More



Stina Sternberg @StinaSternberg
@McC_Brian No, this is the last one if the season. Next year!
[View conversation](#)

Stina Sternberg @StinaSternberg
@GofferGreene Search my timeline for my replies to @johnhuggan on the exact same topic yesterday.
[View conversation](#)

Stina Sternberg @StinaSternberg
Marty's makeover victim Rob all dressed up in Greg Norman for Tasso Elba. The adorable one is his son Luke. [pic.twitter.com/IDzn51PhIo](#)
[pic.twitter.com/IDzn51PhIo](#)
Hide photo Reply Retweet Favorite More



8:52 AM - 18 Jun 13 Details Flag media

Stina Sternberg @StinaSternberg
Finding some real talent on the range here at the Travelers today. #HotListTour [instagram.com/pratKKG7S0n_/](#)
Expand

https://twitter.com/s_hennesseyGD

Stephen Hennessey (@S_HennesseyGD) 21h
Just got recruited by @MrStyleMH to help with a photoshoot for the Greg Norman collection from @Macys at the @TravelersChamp. Uh oh.
Expand Reply Retweet Favorite More

Stephen Hennessey (@S_HennesseyGD) 17h
Matt caddied for @JBHolmesGolf here last year. J.B. fired a 2nd-rd. 62 here at TPC River Highlands. Thomas hoping local knowledge rubs off.
Expand

Stephen Hennessey (@S_HennesseyGD) 17h
Freshly minted NCAA champ @JustinThomas34 has instructor Matt Killen (@KillenGolf) on the bag this week at the @TravelersChamp.
Expand

@GolfDigestMag.
Expand

Stephen Hennessey (@S_HennesseyGD) 17 Jun
What a stretch for Dr. Gio Valiante. Justin Rose wins U.S. Open. Matt Kuchar a two-time winner in 2013. And got married earlier this year.
Expand

Stephen Hennessey (@S_HennesseyGD) 17 Jun
So yeah, Phil had his chances to win. He just left his opportunities out there. #USOpen
Expand

Stephen Hennessey (@S_HennesseyGD) 17 Jun
Where did Phil Mickelson lose the Open? Putt on 2. Doubles on 3, 5. Tee shot on 13 w/ a green light. Bogey on 15 from fairway. Miss on 16.
Expand

https://twitter.com/TravelersChamp

9:01 AM 6/19/2013



RETAIL EVENT AT MACY'S MONTGOMERY MALL



RETAIL EVENT AT MACY'S MONTGOMERY MALL



June 25th—timed around the AT&T National:

- › Q&A with Golf Digest's Global Golf Director Stina Sternberg and PGA Tour player Bud Cauley
- › Private pre-event meet and greet for the First Tee of Bethesda/DC with Bud Cauley and Stina Sternberg
- › Player and editor signing (glossies were provided for customers)
- › DJ played tunes
- › Guests shopped
- › Gift with purchase: For a spend of \$75 or more, customers received an EA Sports TIGER WOODS PGA TOUR '14 game (Bud is featured in the game)
- › Passed country-club themed cocktails and appetizers
- › Two (2) EA Sports TIGER WOODS PGA TOUR 14 game stations pre-set to Bud Cauley as the golfer
- › Golf Digest issues

Pre-promotion:

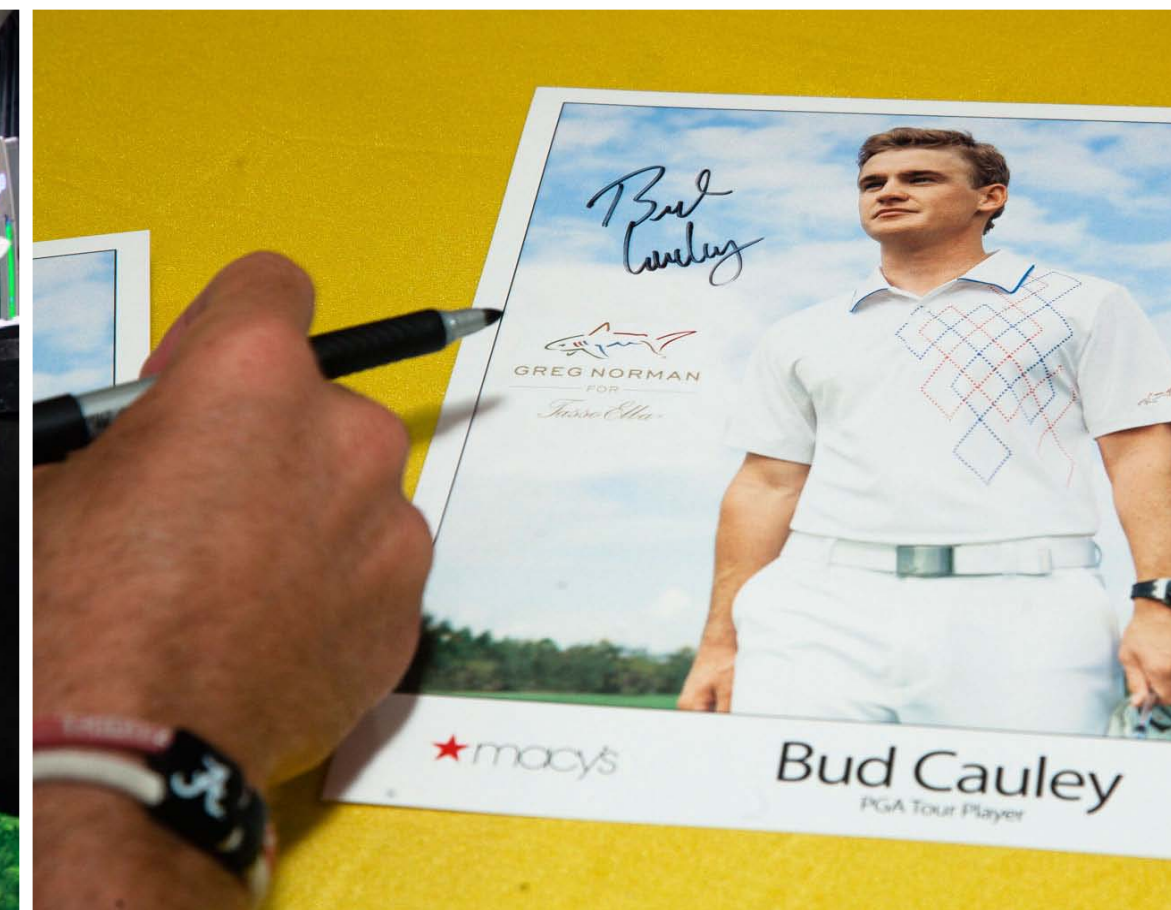
- › Retail promotion (posters + flyers)
- › Promotion on GolfDigest.com "Perks" channel
- › Social effort supported by Macy's, Bud Cauley, Montgomery Mall, First Tee and Golf Digest
- › Joint PR + social effort

Post-event recap:

- › Golf Digest *Leaderboard* listing in the September Issue
- › Promotion on GolfDigest.com "Perks" channel

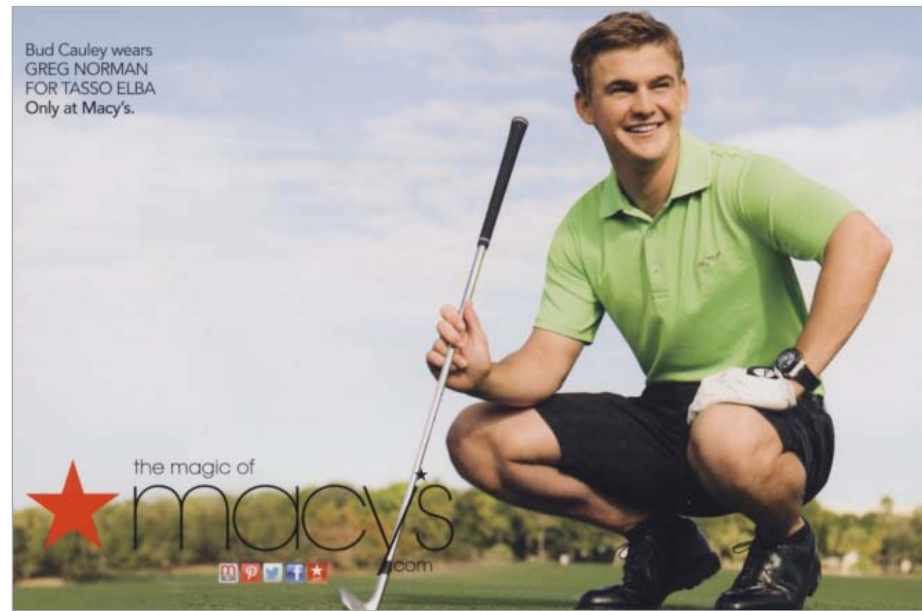


RETAIL EVENT AT MACY'S
MONTGOMERY MALL





RETAIL EVENT AT MACY'S
MONTGOMERY MALL
PROMOTION



SPECIAL EVENT
LOOK WHO'S HERE!
BUD CAULEY
TUESDAY, JUNE 25 • 5PM
MACY'S MONTGOMERY, MEN'S DEPARTMENT, LOWER LEVEL

Stop by to meet PGA Tour Player **Bud Cauley**, the new face of **Greg Norman** for **Tasso Elba**. Watch an exclusive Q&A hosted by *Golf Digest* Global Golf Director **Stina Sternberg**. After the Q&A, you'll have the opportunity to meet and receive autographs from Bud Cauley and Stina Sternberg.* Plus when you make a \$75 or more Greg Norman for Tasso Elba purchase, you'll get a copy of EA SPORTS PGA TOUR 14.† And don't miss your chance to play EA SPORTS PGA TOUR 14 during the event.

EA SPORTS PGA TOUR 14

the magic of macy's .com

Event subject to change or cancellation. *As time permits, no personal memorabilia will be accepted for signing; only items provided by Macy's will be signed. †Offer valid starting at event through June 28th. One per customer. While supplies last.

BUD CAULEY
PGA TOUR PLAYER

BUD CAULEY WEARS
GREG NORMAN FOR Tasso Elba

only macy's

Special Event: Meet Bud Cauley
Tuesday, June 25th at 5pm
Macy's Montgomery
Men's Department, Lower Level

Stop by to meet PGA Tour player Bud Cauley, the new face of Greg Norman for Tasso Elba. Watch an exclusive Q&A hosted by *Golf Digest* Global Golf Director Stina Sternberg. After the Q&A, you'll have the opportunity to meet and receive autographs from Bud Cauley and Stina Sternberg.* Plus when you make a \$75 or more Greg Norman for Tasso Elba purchase, you'll get a copy of EA SPORTS PGA TOUR 14.† And don't miss your chance to play EA SPORTS PGA TOUR 14 during the event.

Shop Greg Norman for Tasso Elba

Event subject to change or cancellation. *As time permits, no personal memorabilia will be accepted for signing; only items provided by Macy's will be signed. †Offer valid starting at event through June 28th. One per customer. While supplies last.

From left to right: Assistant Manager of Marketing & PR, Greg Norman Brendan Tracy; Agent, ICON Sports Management Justin Richmond; PGA Tour Player Bud Cauley; Director of Marketing & PR, Greg Norman, Jennifer Stender Hawkins; Golf Digest Global Golf Director Stina Sternberg; VP/Store Manager, Macy's Montgomery Douglas Horst.

Golf Digest GREG NORMAN FOR Tasso Elba only macy's

Special Event with Bud Cauley, the face of Greg Norman for Tasso Elba

On June 25th, Macy's, Golf Digest and the First Tee guests attended a Q&A with PGA Tour Player Bud Cauley and Golf Digest Global Golf Director Stina Sternberg at the Macy's Montgomery store in Bethesda, Maryland. There were also games and country club fare at this exciting event.

golfdigest.perks.com/showcase/montgomery

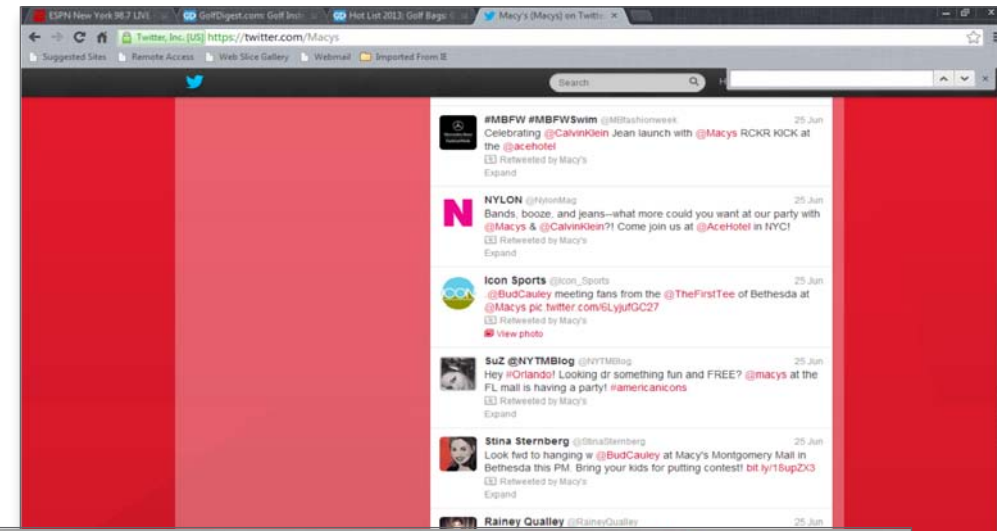
GREG NORMAN FOR Tasso Elba

Stina Sternberg
Golf Digest Global Golf Director

only macy's



RETAIL EVENT AT MACY'S MONTGOMERY MALL SOCIAL COVERAGE



Bud Cauley @BudCauley
professional golfer insta: budcauley beach

1,599 381 18,953

Bud Cauley @BudCauley 17h
In Bethesda, MD? I'll be @macys Montgomery with @StinaSternberg on Tuesday 6/25 at 5 PM bit.ly/18upZX3

Bud Cauley @BudCauley 23 Jun
im 1 guy bare ass tv shot away from changing the channel RT @papa_penn: @BudCauley hello??? Sunburn on private parts

Julian Suri @JulianSuri1 23 Jun
@BudCauley how's he supposed to CHIP with that going on?? @ShooterMcGavin_ Retweeted by Bud Cauley

Bud Cauley @BudCauley 23 Jun
wait so this guy just walked across the Grand Canyon and now I'm supposed to be concerned about a couple naked people in the woods?

Travis Reier @travisreier 23 Jun
Nik's next challenge will involve trying to cross the 50 against the 2011 Alabama defense. #skywire

Stina Sternberg @StinaSternberg

Looking fwd to chat w/ @BudCauley on Tues at @Macys Montgomery Mall in MD. Taking u DOWN in the putting contest, Bud! bit.ly/130EaS3

5:35 PM - 21 Jun 13

Don't miss any updates from Stina Sternberg
Join Twitter today and follow what interests you!

Full name Email Password

Text follow StinaSternberg to 40404 in the United States

Twitter profile for **Stina Sternberg** @StinaSternberg

Expand

Stina Sternberg @StinaSternberg 10h
(The fact that my iPhone tried to auto adjust "Bieber" to "nibbler")

Stina Sternberg @StinaSternberg 10h
A @BudCauley mall appearance is as close to a Bieber moment as golf is ever gonna get. The girls love him! pic.twitter.com/rRsky1eNt8

Golf Digest Perks @GolfDigestPerks

The very best offers and promotions from Golf Digest and our partners. Run by @LESSisMorra marketing manager for Golf Digest Mag (elaina.morra@golfdigest.com) golfdigest.com/events-promoti...

171 TWEETS 65 FOLLOWING 991 FOLLOWERS

Tweets

- Golf Digest Perks** @GolfDigestPerks 4m
Visit the @Macys tent at the AT&T National to get on the cover of @GolfDigestMag bit.ly/12APTpX
- Golf Digest Perks** @GolfDigestPerks 24h
In Bethesda, MD? @StinaSternberg will be @Macys Montgomery tonight w/@BudCauley at 5 PM bit.ly/18upZX3
- Golf Digest Perks** @GolfDigestPerks 24 Jun
In Bethesda, MD? @StinaSternberg will be @Macys Montgomery with @BudCauley on Tuesday 6/25 at 5 PM bit.ly/18upZX3
- Golf Digest Perks** @GolfDigestPerks 13 Jun
"Play Beautifully" @cabotlinks. Mention Golf Digest for a room upgrade. From \$495pp (Dbi occ) 2 nights & 2 rounds with 50% replay rounds
- Golf Digest Perks** @GolfDigestPerks 10 Jun
Buy \$100 of Greg Norman for Tasso Elba at select @Macy's in CT for 2 tx to Travelers Champ (limited supply) bit.ly/12APTpX

Stina Sternberg @StinaSternberg 17h
Yowza. This stuff is moving in FAST. RT @jonas_blx1 Caddy holiday... pic.twitter.com/TgBTGW1G35

Stina Sternberg @StinaSternberg 17h
Fun Q&A at The Travelers with Greg Norman for Tasso Elba ambassador @BudCauley. pic.twitter.com/H18ObiXyDs

Stina Sternberg @StinaSternberg 20h
Adding to the long list of reasons to like @JustinRose99: He's sticking to his plan to play Travelers this week, despite crazy media sched.





INSIDE THE GATES AT THE **AT&T NATIONAL**

Pre-promotion, June 17-22, 2013:

- › 150 any-day passes to the AT&T National provided as a gift with purchase. For a spend of \$100 or more customers received (2) any-day passes to the AT&T Championship
- › Activated at three (3) DC/Bethesda based Macy's
- › Retail promotion (posters, flyers, e-mail campaign)
- › GolfDigest.com house banner campaign (pointing people to "Perks" to learn more and to enter to win)
- › Promotion on GolfDigest.com "Perks" channel
- › Joint social and PR effort

Inside-the-gates activation June 25-30, 2013:

- › Custom 10x20 tent and brand experience (i.e., side walls, video loop, pull-up banners, table cloth, social experience)
- › Two (2) brand ambassadors outfitted in *Greg Norman for Tasso Elba only* at Macy's during the entire six-day event (four unique looks for each BA)
- › Social experience: Guests had the opportunity to take their picture on the cover of Golf Digest (custom Golf Digest backdrop and digital cover lines)
 - Covers (with pre-populated comments regarding the users' experience at the AT&T National with Golf Digest) were printed and posted to any/all social channels selected by the consumer
- › Macy's 20% off coupon distribution
- › Sweepstakes to win a signed Bud Cauley staff bag
- › Distribution of Golf Digest's July issue



INSIDE THE GATES AT THE AT&T NATIONAL

Program metrics

- > 175,000 guests through the gate over the course of the six-day activation
- > 1,479 photos taken and posted to social media
- > 575 sweepstakes entries
- > 2,000 coupons distributed
- > 150 any-day passes delivered as gift with purchase of at least \$100 in merchandise

Post-event recap:

- > Golf Digest *Leaderboard* featured in the October issue
- > Promotion on GolfDigest.com "Perks" channel

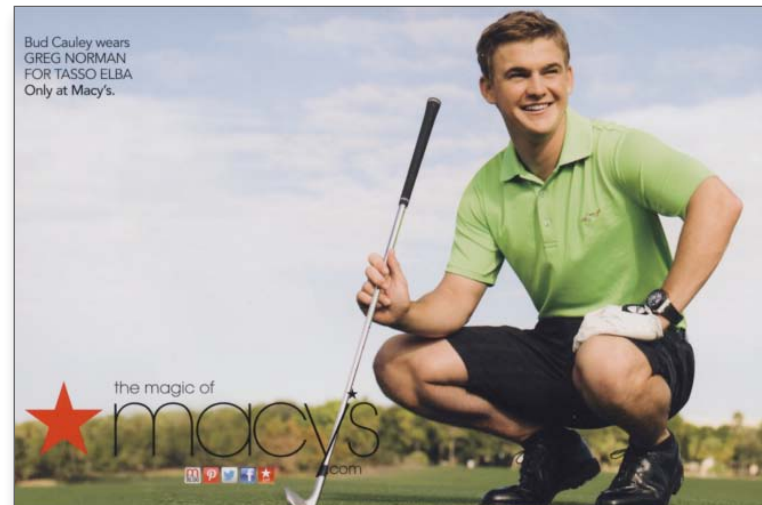


PROMOTION

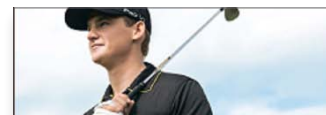
MAKE THE COVER OF GOLF DIGEST



Enter For A Chance TO WIN A Tour Staff Bag Autographed By PGA Tour Player Bud Cauley.*



Bud Cauley wears GREG NORMAN FOR TASSO ELBA Only at Macy's.

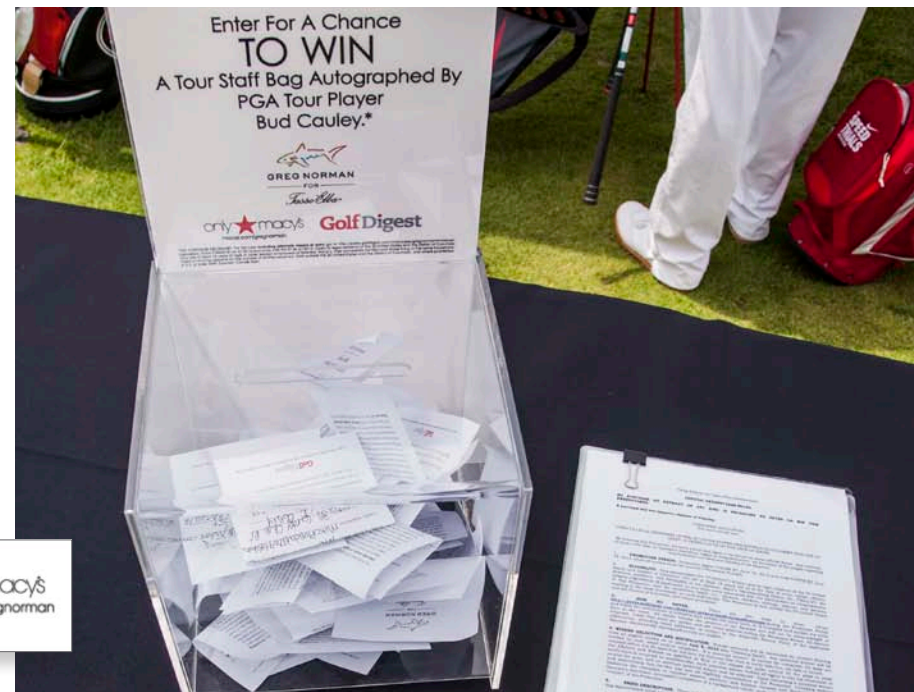


PUT SOME STYLE IN YOUR SWING

LEARN MORE



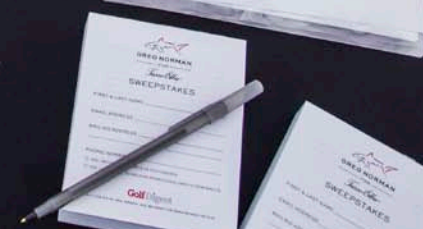
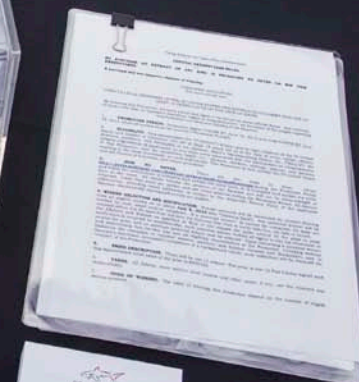
only macy's macys.com/gregnorman



Enter For A Chance TO WIN A Tour Staff Bag Autographed By PGA Tour Player Bud Cauley.*



only macy's Golf Digest



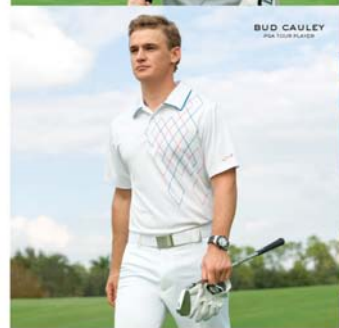
BUD CAULEY WEARS GREG NORMAN FOR Tasso Elba



PUT SOME STYLE IN YOUR SWING

From June 17-22, 2013, when you make a \$100 or more Greg Norman for Tasso Elba purchase, you'll receive 2 AnyDay Passes to the AT&T National on June 25-30, 2013.*

Then visit our tent at the AT&T National from June 25-30, 2013, to pose for your own Golf Digest souvenir cover photo. You can also enter to win a Tour Staff Bag autographed by PGA Tour Player Bud Cauley!

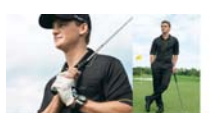


BUD CAULEY PGA TOUR PLAYER



only macy's Golf Digest

*Valid at the following Macy's stores in Maryland, Virginia and the District of Columbia only: Macy's Montgomery Mall, Macy's Tysons Corner Center and Macy's Pentagon City. While supplies last. One pair of passes per person/household. NO PURCHASE NECESSARY. For full rules including alternate means of entry go to http://events.golfdigest.com/showcase/gregnormanforassoshowcase. Starts 6:00 AM ET on 6/25/13 and ends at 10:00 PM ET on 6/30/13. Open to legal residents of the 50 United States and District of Columbia who are at least 18 years of age or older and are employees of neither Macy's, their immediate family, and those living in the same household. Odds of winning depend on the number of entries received. Void outside the 50 United States and the District of Columbia, and where prohibited. A.P.V. of price \$40. Sponsor: Conde Nast.



BUD CAULEY PGA TOUR PLAYER



BUD CAULEY WEARS GREG NORMAN FOR Tasso Elba

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only macy's Golf Digest



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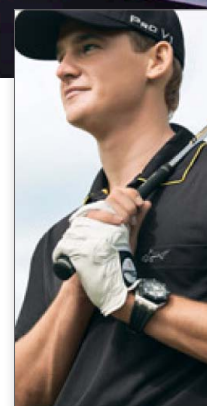


GREG NORMAN FOR Tasso Elba only macy's

This summer, Greg Norman for Tasso Elba and Golf Digest joined forces for a series of entertaining events at several PGA Tour stops. Young tour star Bud Cauley talked golf and style with Golf Digest editors, including Fashion Director Marty Hackel, and fans were invited to hit balls with the very clubs used by both Cauley and two-time major champion Greg Norman.



Left to right: Greg Norman Collection's Brendan Tracy and Jennifer Slender Hawkins, ICON Sports Management's RJ Nemer, PGA Tour Player, Bud Cauley, Golf Digest's Sara Stamborg, Macy's Dean Francis and Colleen Sherry, Golf Digest's Francis Berkic



BUD CAULEY WEARS GREG NORMAN FOR Tasso Elba

PUT SOME STYLE IN YOUR SWING

LEARN MORE

only macy's macys.com/gregnorman



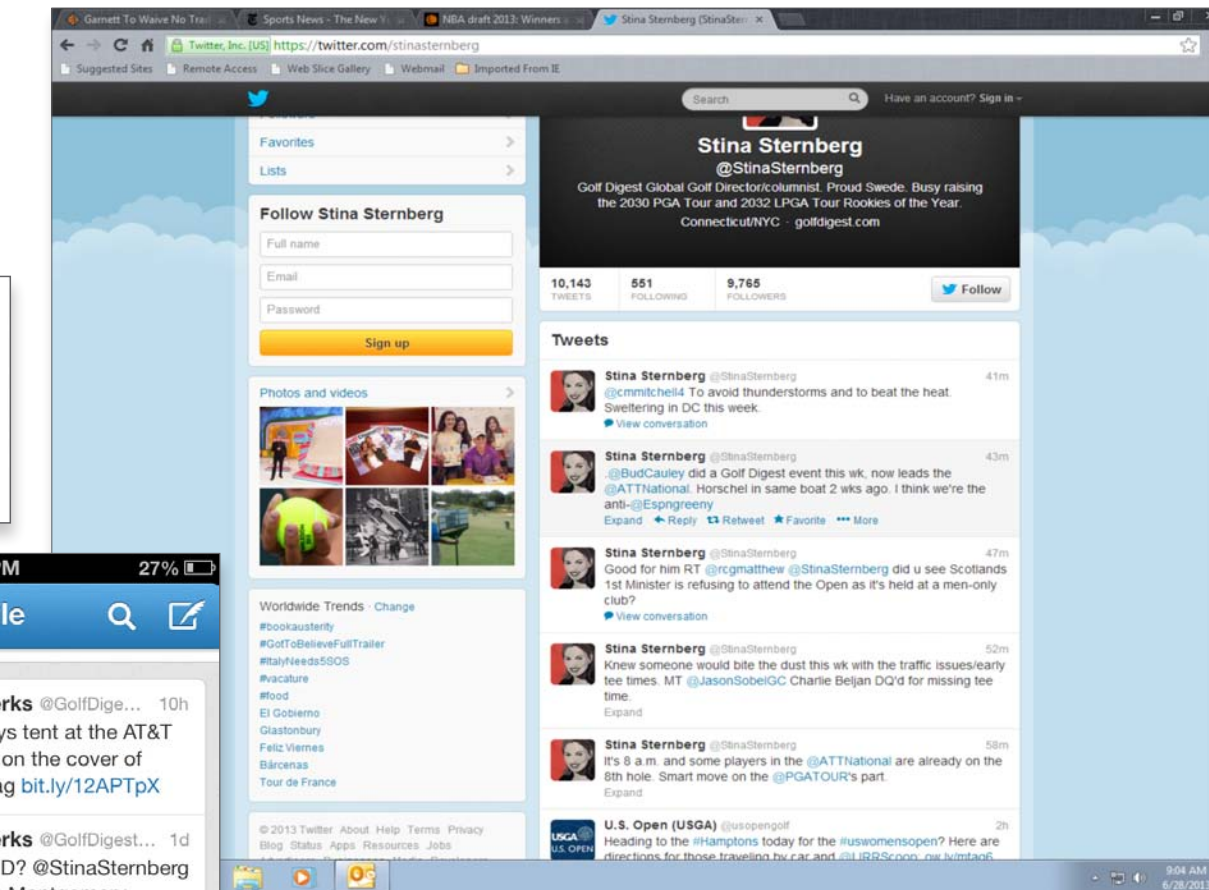
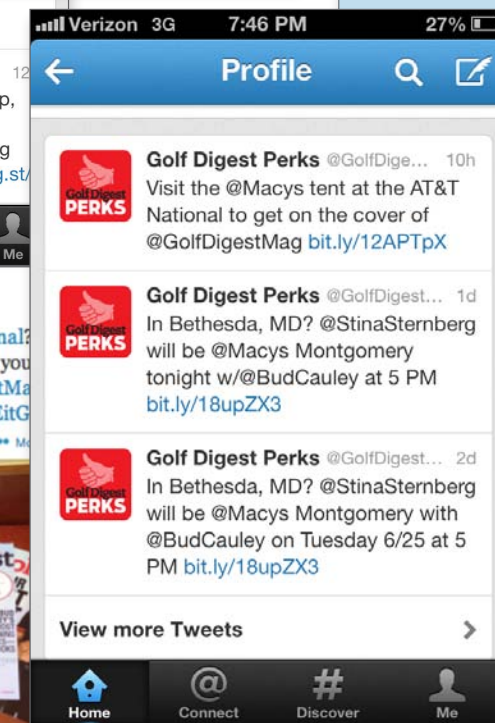
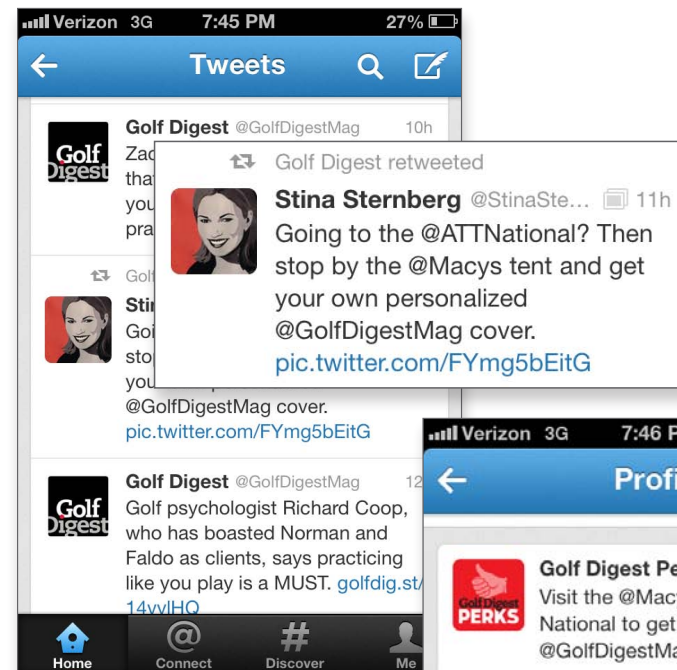
CONSUMER EXPERIENCE



MULTIPLE CONSUMER TOUCHPOINTS FOLLOWING ONSITE EXPERIENCE



SOCIAL COVERAGE



On air

Sternberg appearance on the Morning Report Show, WJLA (ABC affiliate) in Washington D.C. on June 26 at 6:50am



HP BYRON NELSON CHAMPIONSHIP
May 6-19, 2013

TRAVELERS CHAMPIONSHIP
May 10-18, 2013

at&t NATIONAL
June 17-30, 2013



LEADERBOARD

GREG NORMAN FOR Tasso Elba
only macy's

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Leaderboard
Listing in October Golf Digest

Golf Digest
THINK YOUNG / PLAY HARD

October 2013

We are living in the garden of golf fashion. The innovation in fit, fabric, color and design have all combined to create a new, modern definition of style on the course.

Of course, Greg Norman is in the vanguard with his collection for Tasso Elba that is only available at Macy's. Golf Digest, Greg Norman, Macy's and the PGA Tour all joined forces to share the collection with golf fans at the tournaments and in the store.

GREG NORMAN FOR Tasso Elba
only macy's

Left to right: Greg Norman's Brendan Tracy and Jennifer Steiner Hawkins, T&E Sports Management's RJ Nemer, PGA Tour Player, Bud Cauley, Golf Digest's Sara Steinberg, Macy's Dean Francis and Colleen Sherry, Golf Digest's Franco Bertok.

Publishers letter
Featured in October comp copies

Golf Digest
OCTOBER 2013 | MACY'S AND GOLF DIGEST

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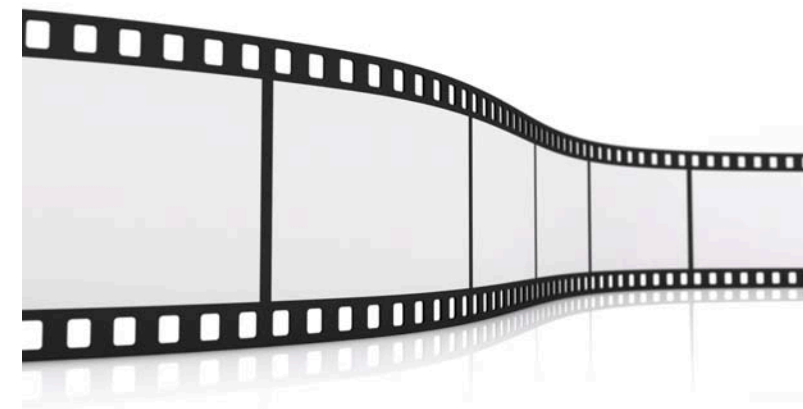
Enter For A Chance To Win A Tour Staff Bag Autographed By PGA Tour Player Bud Cauley.

View more Tweets

OCTOBER 2013 | MACY'S AND GOLF DIGEST

Golf Digest

View more Tweets



Sizzle reels
Two 1½-minute films created and provided to Macy's for multi-channel distribution

'WHATEVER YOU DO,
KEEP YOUR EYES ON THE BALL.'
—BUD CAULEY

IT HAS BEEN a trying year for tour sophomore Bud Cauley. For all that went right during his 2012 rookie season—\$1.8 million in earnings, six top-10 finishes—he has missed a few too many fairways and a lot more cuts in 2013. Despite that, he insists he hasn't had to attempt this shot. "I've never tried to hit one backward, and I wouldn't recommend you try it, either. The safest way to get out of a spot like this is to flip the club-head over and hit it left-handed," Cauley says. "I practice that shot on the range sometimes. All you're trying to do is get it back in play, so you need only half a swing. Whatever you do, keep your eyes on the ball and watch the club hit it."

Greg Norman for Tasso Elba sweater, \$75, polo, \$49. Uniqlo pants, \$30. G/Fore shoes, \$225. Autodromo Monoposto watch, \$875.

\$195, shorts, \$135. Nike shoes, \$110.

Under Armour polo, \$70, pants, \$85. FootJoy shoes, \$145. Baume & Mercier Capeland watch, \$4,350.

Not only do these clothes look great, they're **VERSATILE**. You could wear virtually all of these outfits for something other than **PLAYING GOLF**.





GREG NORMAN

FOR

*Tasso Elba*TM

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