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OUT OF HOME

## Cart Your Client Around the Links

Ads on hospitality carts driving around golf courses

By Kathy Prentice

It won't be long before snowbirds are packing their golf clubs and sun visors to head south, where the sun will shine on their game over the winter months.

New on those Sunbelt and other courses are ad-laden carts that circulate selling beverages, snacks and golf items to players making their rounds about the course.

To find out how to get your client's message displayed on golf course hospitality carts, read on.

This is one in a Media Life series on buying the new out-of-home venues. They appear weekly.

### Fast Facts

#### What

Ads displayed on the sides and back of mobile beverage and snack carts that visit golfers hourly during their games.

#### Who

Sports Cart Media, headquartered in New York City.

#### How it works

Advertising billboards are displayed on the sides and back of mobile refreshment carts on golf courses.

The mobile units, called hospitality carts, sell beverages, food and golf-

ing supplies as they circulate on the golf course.

The cart stops once each hour at each group of golfers, says Darius Myers, chief executive officer of Sports Cart Media.

"There is also a residual effect that's not measured, and that is how many times are you going to see the cart in addition to the visits? You're going to see it, maybe a side or back panel, when it's driving by on the way to another hole."

Branding and call-to-action messages can be displayed.

National advertisers as well as regional franchises are best suited, Myers says. "This is for guys running national businesses and ones that may have regional or local market overlays. For example, car dealerships working with a co-op budget."

Point of purchase items like energy bars, golf balls and beverages are also well suited, Myers says.

Creative is provided by advertiser or their agency.

"This is ultimately an environment to have some fun with creative," Myers says. "It can absolutely tie into golf."

There are two side units, each measuring 27.5 inches wide by 11 inches high, or one single side unit measuring 55 inches wide and 11 inches high.

There are two back lower units, each measuring 23.5 inches wide and 10.25 inches high or one single back unit measuring 47 inches high and 10.25 inches wide.

The back upper unit measures 15.25 inches wide by 21.75 inches high.

### Markets

The National Network consists of 500 courses that are active during the April through October golfing season.

The Winter Network consists of 300 courses in resort, Sunbelt and other warm weather destinations that are open year-round and target destination golfers.

The Resort and Private Club Network targets the 150 courses of the larger network that provide the most affluent segment of the golf demographic.

### How measured?

The cart visits each golfing group a minimum of four times per round of golf.

### Research

According to a 2001 study of 429 males and females over 21 years of age who had finished playing a round of golf within the hour prior to being interviewed at golf courses in San Clemente, Chicago, Fort Worth and Atlanta by Lieberman Research:

- Of the 332 exposed to the hospitality cart, 299 reported noticing it.
- Golfers saw them an average of 3.8 times during their round.
- Seventy-two percent bought something from the cart. Items they were most likely to purchase included:
  - Domestic beer at 59%
  - Juice at 49%
  - Imported beer at 40%
  - Healthy snacks at 40%
  - Coffee at 38%
  - Headache remedies at 32%
  - Liquor (excl. beer) at 30%
  - Sun block at 29%
  - Golf balls at 28%
  - Tea at 19%
  - Rule books at 18%
  - Allergy medication at 16%
  - Golf gloves at 15%
  - Muscle ache remedy at 13%
  - Use of cell phone at 10%
  - Hat or visor at 9%
  - Sunglasses at 5%

Additionally, when questioned about the presence of hospitality carts on golf courses:

- Ninety-five percent of respondents agreed that they liked having food and beverage carts on the golf course.
- Eighty-nine percent agreed that hospitality carts should be available at all golf courses.
- Seventy-nine percent agreed that there was a good selection of food and beverages.
- Two percent agreed that they were annoyed by the hospitality carts because they interrupt play, and one% were annoyed by the advertising on the carts.

Comparing advertising awareness with traditional out of home, 24% of respondents recalled the hospitality

cart ad compared with a 7% industry norm for billboards.

What product categories do well?

Products and services that fit well include automotive, luxury items, apparel, golf-related items, packaged goods, consulting, financial services and telecommunications.

Point-of-purchase items like beverages snacks and golf balls also do well.

“Brands, products and services that are focused on the top-level decision makers are significant,” Myers says.

Demographics

Profile, according to the 2001 study of 429 golfers at the finish of their games in San Clemente, Chicago, Fort Worth and Atlanta, conducted by Lieberman Research:

- Males at 88% with those aged 21 to 34 years old at 26%, those aged 35 to 49 years old at 36% and those 50 and older at 26%.
- Females at 12% with those aged 21 to 34 at 3%, at 35 to 49 at 5% and 50 and older at 4%.
- Marital status with married at 74%, single and never married at 10%, divorced or separated at 10% and living with a partner at 6%.
- Education breakdown was 27% with less than a college degree and the remaining 73% with a college degree or more.

Employment breakdowns:

- Of the 86% of employed respondents, 82% were full time, 4% part time and 11% retired.
- Household income under \$100,000 were 37% while 49% made between \$100,000 and \$250,000 and 13% made more than \$250,000.
- Household assets of 51% were under \$250,000, while 35% came in at \$250,000 to \$1 million and 12% in excess of \$1 million.

Lifestyle profile:

- Current homeowners came in at 86% while 18.8% own more than one home.
- Vehicle ownership was 51.9% having one priced at \$30,000 or more while 22.1% have a vehicle priced at \$50,000 or more.
- Business travelers came in at 21.6% who took a business trip overseas over the past year and 37.7% who traveled overseas for pleasure during the same time-frame.

Profile of products and services currently owned:

- Golf equipment at 97%
- Golf shoes at 94%
- Cell phone at 91%
- Computer at 90%
- Life insurance at 87%
- Internet service provider at 60%
- Financial planning service at 56%

Making the buy

Lead time is 60 days with 90 days required for a premium CPM, Myers says.

Cost is reflected by coverage from a single panel to a full wrap.

Although seven advertising spaces are available on each hospitality cart, most major advertisers want to own the environment, Myers says. “For advertisers who want to purchase the entire cart, we give them a discounted bundle price.”

Production costs add 4% to 6%. Creative can be changed monthly.

Who’s already on sports carts?

American Express ran a program at the World Championships in Atlanta.

What they’re saying

“Recall is higher (with hospitality carts) than it is with traditional outdoor advertising because we’re dealing with a captured audience. The person viewing traditional outdoor is not spending five hours in an environment like the golf course; he is passing by the ad and is gone. By contrast, we have constant or hourly

access to that person.” – Darius  
Myers, CEO of New York-based  
Sports Cart Media

Web Site Info

Sports Cart Media can be found on  
the world wide web at:

[www.sportscartmedia.com](http://www.sportscartmedia.com)

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