

# Using Love of the Game to Drive Love of the Brand



## Context

From your swing to your speed—golf is a technical sport. To that end, technology and innovation has been a leading force in opening up the world of golf to all. The future of the sport depends on brands like HBSC to continue to raise the bar (or par).

## Creative

The 148th Open deserved an experience that showed how the development of golf technology has only just begun. That’s where 160over90 comes in. We helped HSBC build an activation that powered up the people by way of the “Golf Zone”— immersive activities for all ages and sizes. With exciting apparatus’ like a sound-activated hexagon light tunnel, golf video simulations, and 3D putters produced on sight—this all-encompassing golf extravaganza opened up the course to supporters of the sport in a way like never before. Not to mention, the HSBC Golf Roots program drove the strategy the entire time as we stayed true to the ethos of “Together we Thrive.” It was a hole in one (pun intended).

## Cultural Impact

**8**

Days of Activation

**34,000**

Attendees

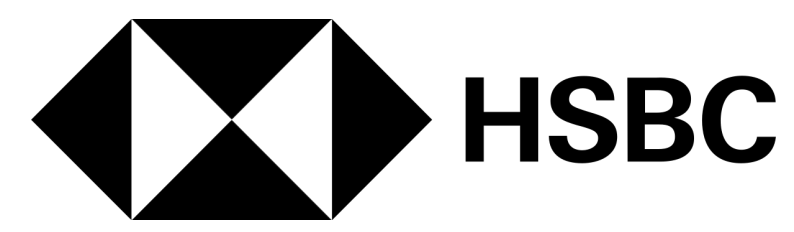
**110,300**

Impressions





# Golf Zone At The Open



HSBC hits a hole in one with their Golf Zone activation at the 148th Open, showing off their cutting edge course technology.

