

Driving Results Across Fairways and Feeds

How Callaway Connected with Golfers Nationwide

OVERVIEW

Callaway, the world's largest manufacturer of golf clubs, aimed to grow its footprint in Canada by standing apart from larger industry competitors. Their goal was to drive traffic to their e-commerce store and pro shop partners while building loyalty with golfers at all skill levels.

APPROACH

Postmedia developed a targeted, multi-platform campaign that blended credible content with smart media placement. Sponsored articles, infographics, and video resonated with golfers across Canada, and were promoted through native ads and digital display banners. A strategic print and broadcast plan ensured Callaway was visible during key tournament moments, reaching over 1M gold enthusiasts. The content also found success across social, with co-branded drivers on Facebook, Instagram, and Twitter generating engagement rates 2x the industry average. To expand reach even further, podcast integrations delivered over 23K unique downloads. High-impact placements like point-of-entry (POE) takeovers drove strong results, with click-through rates 6x above benchmark.

CONCLUSION

Callaway's first campaign with Postmedia exceeded expectations. The campaign not only outperformed industry benchmarks but delivered on business goals – driving e-commerce traffic, increasing club fitting appointments, and boosting revenue at pro shops across the country.

38K

TOTAL PAGE VIEWS ON SPONSORED ARTICLES

25x

HIGHER CTR ON DISPLAY BANNERS AROUND ARTICLES
0.08% vs. 2.54%*

8x

HIGHER CTR ON CO-BRANDED SOCIAL DRIVERS
0.25% vs. 3.02%*

*Benchmarks are industry averages



“Working with Postmedia has given me the peace of mind to focus on other important areas of the business. With their innovative solutions, incredible staff, and turnkey processes, I have nothing but great things to say about the partnership. I’ve noticed an overall increase in club fittings and strong equipment sales across the board. I highly recommend working with Postmedia and looking forward to our continued collaboration.”

Brent Mallard
Senior Manager, Marketing & Product
Callaway