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**A CASE STUDY:**  
**FLAT CAT™ GOLF**  
Winston Products, LLC



## Colvin Sports Network Grows FLAT CAT™ Social Media Presence

### The Business

[FLAT CAT™](#) is a revolutionary putter grip designed to fit squarely in the palm of a player's hands, ensuring the putter face is square to the intended target. FLAT CAT™ currently comes in four sizes and one colorway. The product was launched in April 2016.



### The Objective

FLAT CAT™ required a social media strategy that would support their sales initiatives in consumer education, website sales, and development of retailer relationships.

### The Solution

FLAT CAT™ hired CSN to develop and implement a social media strategy which would communicate the FLAT CAT™ brand message and create the desired brand awareness.

# The Tactics

By employing these tactics CSN was able to achieve positive measurable results on behalf of FLAT CAT™:

- **Editorial Calendar:** identified tournaments (professional and amateur), major holidays, important events and conferences relevant to the golf industry around which CSN curated the FLAT CAT™ Twitter feed.

May 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 LPGA Classic NCAA Big 12, Part 11 Diane's Day Presentation	2 Mits Fergo Championship NCAA Big 12, Part 12 Mother's Day Presentation	3 Mits Fergo Championship NCAA Big 12, Part 12 Mother's Day Presentation	4 Mits Fergo Championship NCAA Big 12, Part 12 Mother's Day Presentation	5 Mits Fergo Championship NCAA Big 12, Part 12 Mother's Day Presentation	6 Mits Fergo Championship NCAA Big 12, Part 12 Mother's Day Presentation	7 Mits Fergo Championship NCAA Big 12, Part 12 Mother's Day Presentation
8 Mits Fergo Championship NCAA Big 12, Part 12 MOTHER'S DAY	9 THE PLAYERS	10 THE PLAYERS	11 THE PLAYERS ROBERT ROBERTS SUMMIT	12 THE PLAYERS ROBERT ROBERTS SUMMIT	13 THE PLAYERS HELP ME, HANK!	14 THE PLAYERS
15 THE PLAYERS	16 Sport Neeson Kingsmill Champ	17 Sport Neeson Kingsmill Champ NCAA Regional	18 Sport Neeson Kingsmill Champ NCAA Regional	19 Sport Neeson Kingsmill Champ	20 Sport Neeson Kingsmill Champ HELP ME, HANK!	21 Sport Neeson Kingsmill Champ
22 Sport Neeson Kingsmill Champ	23 Dean & DeLuca Inv Vivik Champ	24 Dean & DeLuca Inv Vivik Champ	25 Dean & DeLuca Inv Vivik Champ	26 Dean & DeLuca Inv Vivik Champ	27 Dean & DeLuca Inv Vivik Champ HELP ME, HANK! IN HONOR ANNOUNCEMENT NCAA Championship	28 Dean & DeLuca Inv Vivik Champ NCAA Championship
29 Dean & DeLuca Inv Vivik Champ NCAA Championship	30 The Memorial Qualifier NCAA Championship	31 The Memorial Qualifier NCAA Championship	Notes:			

June 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 The Memorial Qualifier NCAA Championship Mother's Day	2 The Memorial Qualifier NCAA Championship Mother's Day	3 The Memorial Qualifier NCAA Championship Mother's Day	4 The Memorial Qualifier NCAA Championship Mother's Day	5 The Memorial Qualifier NCAA Championship Mother's Day	6 The Memorial Qualifier NCAA Championship Mother's Day	7 The Memorial Qualifier NCAA Championship Mother's Day
8 The Memorial Qualifier NCAA Championship Mother's Day	9 The Memorial Qualifier NCAA Championship Mother's Day	10 The Memorial Qualifier NCAA Championship Mother's Day	11 The Memorial Qualifier NCAA Championship Mother's Day	12 The Memorial Qualifier NCAA Championship Mother's Day	13 The Memorial Qualifier NCAA Championship Mother's Day	14 The Memorial Qualifier NCAA Championship Mother's Day
15 The Memorial Qualifier NCAA Championship Mother's Day	16 The Memorial Qualifier NCAA Championship Mother's Day	17 The Memorial Qualifier NCAA Championship Mother's Day	18 The Memorial Qualifier NCAA Championship Mother's Day	19 The Memorial Qualifier NCAA Championship Mother's Day	20 The Memorial Qualifier NCAA Championship Mother's Day	21 The Memorial Qualifier NCAA Championship Mother's Day
22 The Memorial Qualifier NCAA Championship Mother's Day	23 The Memorial Qualifier NCAA Championship Mother's Day	24 The Memorial Qualifier NCAA Championship Mother's Day	25 The Memorial Qualifier NCAA Championship Mother's Day	26 The Memorial Qualifier NCAA Championship Mother's Day	27 The Memorial Qualifier NCAA Championship Mother's Day	28 The Memorial Qualifier NCAA Championship Mother's Day
29 The Memorial Qualifier NCAA Championship Mother's Day	30 The Memorial Qualifier NCAA Championship Mother's Day	31 The Memorial Qualifier NCAA Championship Mother's Day	Notes:			

July 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 WGC Bridgestone Inv. Bridgestone Classic Carriya Portland Classic HELP ME, HANK! #FLATCAT	2 WGC Bridgestone Inv. Bridgestone Classic Carriya Portland Classic HELP ME, HANK! #FLATCAT	3 WGC Bridgestone Inv. Bridgestone Classic Carriya Portland Classic HELP ME, HANK! #FLATCAT	4 WGC Bridgestone Inv. Bridgestone Classic Carriya Portland Classic HELP ME, HANK! #FLATCAT	5 WGC Bridgestone Inv. Bridgestone Classic Carriya Portland Classic HELP ME, HANK! #FLATCAT	6 WGC Bridgestone Inv. Bridgestone Classic Carriya Portland Classic HELP ME, HANK! #FLATCAT	7 WGC Bridgestone Inv. Bridgestone Classic Carriya Portland Classic HELP ME, HANK! #FLATCAT
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- **Seeded Tweets:** written several weeks in advance of posting, the seeded tweets allowed CSN to establish a clear brand voice and message while ensuring daily Twitter activity with the agility to react to live tweets.

- **Sweepstakes:** the *Help Me, Hank* sweepstakes was launched via Twitter and SiriusXM PGA TOUR Radio's Hank Haney Golf Radio as a collaboration between FLAT CAT™ and FLAT CAT™ ambassador Hank Haney. The objective of *Help Me, Hank* was to create social media content, secure email addresses via the sweepstakes registration process, and drive traffic to the FLAT CAT™ website. CSN created scripted tweets for Hank Haney and FLAT CAT™, along with custom graphics to support *Help Me, Hank* posts on both Twitter feeds.



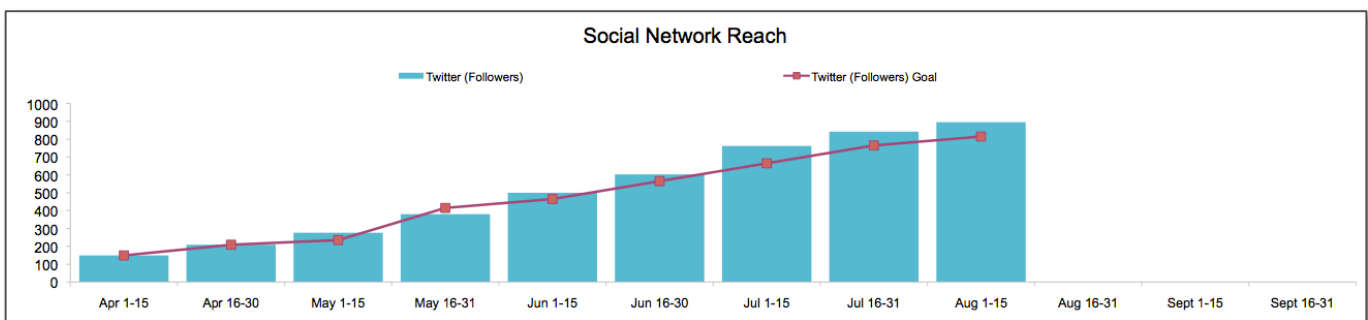
## The Tactics



- **Contests:** CSN created and ran two Twitter contests for FLAT CAT™. The contests capitalized on increased Twitter activity surrounding a US holiday (July 4<sup>th</sup>) and The Open Championship. Both contests were focused on increasing social media reach and engagement for FLAT CAT™. As with *Help Me, Hank*, CSN scripted tweets and created contest graphics.



- **Metrics:** In order to ensure the success of the social media strategy, CSN monitored FLAT CAT™'s Twitter analytics to gauge activity and continually adapt tweet schedule and content to derive optimum engagement from the messaging.



# The Impact



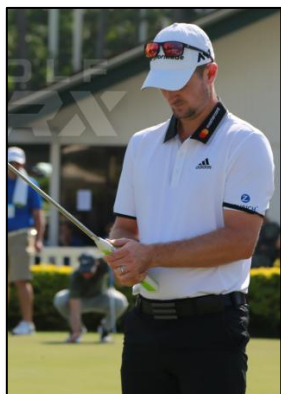
In the five month period following product launch (April-August 2016), the combination of CSN's social media strategy and specialized knowledge of the golf industry resulted in a positive increase in brand awareness for FLAT CAT™ in support of their brand objectives.

- FLAT CAT™ Twitter **Followers**: over **2,600% increase** in Twitter followers
  - Followers at time of launch (April 4, 2016): 34
  - Followers by end of August 2016: 918
- FLAT CAT™ Twitter **Engagement**: 33,272 total



# The Impact

- **Influencers** using FLAT CAT™:



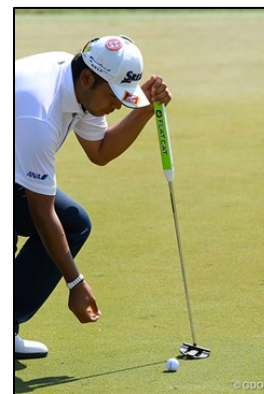
Justin Rose



Billy Horschel



Louis Oosthuizen



Hideki Matsuyama

- **FLAT CAT™ Testimonial**



“The Colvin Sports Network worked quickly to understand our business and our social media objectives in order to develop and execute a program that supported the launch of our FLAT CAT™ GOLF brand. With their deep understanding of the golf market, CSN was able to help us build our brand voice and establish a base of loyal followers. CSN was also instrumental in leveraging their deep network within the golf community to help increase and accelerate the brand awareness of FLAT CAT™ across media platforms.”

**DOUG WHITNER**  
*Executive Vice President & GM*  
*Winston Products*