

MI GENTE PRODUCTION SHOOT

PGA TOUR

EXPANDING THE TOUR'S REACH TO NEW AUDIENCES

ABOUT PGA TOUR

The PGA TOUR is a world-renowned **professional golf organization** that showcases the talents of the sport's top athletes through globally celebrated tournaments. With a mission to entertain, engage, and give back, the PGA TOUR connects with diverse audiences through on-course action, digital media, and philanthropic efforts.

THE CHALLENGE

The PGA TOUR tasked me, as **Lead Content Producer**, with a groundbreaking initiative: to introduce the sport of golf to a new, virtually untapped demographic—**Millennial and Generation Z Latinos living in the United States**. This initiative aimed to:

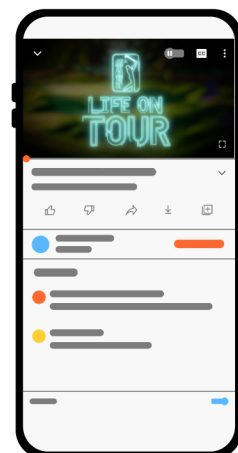
- **Increase brand awareness** among this diverse audience.
- **Introduce golf** in a way that resonated culturally and emotionally.
- Grow the PGA TOUR's **social media following** within the Latino demographic.

The challenge required creating culturally relevant and engaging content that broke stereotypes while remaining authentic to both the sport and the target audience.

MY ROLE

I served as the driving force behind this campaign, leading **end-to-end content production** and **strategy execution**. Key responsibilities included:

- **Developing a culturally relevant content strategy** tailored to Latino Millennials and Gen Z.



LIFE ON TOUR VIDEO SERIES


KATHERINE ORTIZ

PGA TOUR

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PRODUCTION SHOOT WITH
ATLANTA UNITED PLAYERS

- **Managing cross-functional teams** and external influencers to ensure alignment and high-quality deliverables.
- **Analyzing audience insights** to create targeted campaigns with measurable impact.

This role allowed me to leverage my skills in **content creation, campaign management, and audience segmentation**, ensuring the PGA TOUR's message resonated authentically.

CAMPAIGN PROPOSAL

My proposal revolved around creating content that **celebrated Latino culture** while making golf **relatable and accessible**. The strategy was built around three core pillars:

- **Cultural Relevance:**
 - Produced Latino-centric content highlighting **cultural connections** through food, music, and art.
 - Promoted these pieces via **organic social media channels** to engage authentically with the audience.

- **Event Experience:**
 - Showcased the unique experience of attending PGA TOUR events through storytelling that emphasized the **excitement, community, and behind-the-scenes moments**.
- **Influencer Activations:**
 - Partnered with **local Latino influencers** to amplify the campaign's reach, driving new audience participation and increasing awareness.



INFLUENCER COLLAB WITH
LOCAL ARTIST

ART DIRECTION

I **conceptualized and directed two impactful mini-series** that connected deeply with the target audience:

- **Life on TOUR:**
 - A vibrant, dynamic series showcasing the fun and diverse aspects of the sport.
 - Included humorous tournament moments, round recaps, influencer highlights, and cultural snapshots from TOUR cities.

INFLUENCER YOYO FERRO

PGA TOUR

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Mi Gente:

- Profile videos spotlighting Latino individuals in the world of golf, from players to organizers.
- Designed to challenge stereotypes and make the sport more relatable.

These series served as an **entry point for engagement**, transforming golf from a perceived elite activity into a sport that felt inclusive and exciting.

RESULTS

The campaign's success demonstrated the **power of culturally resonant, targeted marketing** and the results spoke for themselves:

- Increased the **Latino Millennial and Gen Z audience following by 22%** in six months.
- Achieved a **43% growth in organic followers** from the target demographic over one year.
- Boosted overall campaign reach by **22%**, driving broader awareness of the PGA TOUR among Latino communities.

CONCLUSION

The PGA TOUR team was thrilled with the campaign's results, particularly with the **high-quality content production** and seamless execution. They credited the success to the **authentic storytelling** and the meticulous production process I led. The impact of this initiative led to my continued involvement in driving similar efforts for the rest of the year.

Key Takeaway: This case study demonstrates my expertise in **targeted content strategy, audience engagement, and campaign execution**, all while achieving measurable results for a world-class organization.

Ready to elevate your next campaign?

Whether it's building a connection with untapped audiences or delivering results-driven content strategies, let's work together to create campaigns that make an impact. **Reach out today!**