

41ST RYDER CUP PGA of America



A LEARFIELD COMPANY



PRODUCT INFORMATION:

GoVision was commissioned to design the content of all digital media through our Creative Services Department. GoVision Creative Services provided an enhanced experience to the 41st Ryder Cup as 250,000 attendees from all over flocked to Hazeltine Golf Club to watch as the biennial International Golf Tournament came back to the US. GoVision Creative Services provided daily highlights and recaps, vendor and merchandising information, and live video feed and player statistics for everyone onsite. GoVision also created customized commercial breaks of official Ryder Cup sponsors and their products between broadcast with seamless presentation.

THE GOVISION SOLUTION:

Designing and facilitating all of the creative services for the largest international golf tournament is a difficult task. This is because The Ryder Cup required almost every screen present to be different in content. From providing live video feed for the audience and the keeping the Media Center scores updated to entertaining the international crowd and creating festive world cup like feel, GoVision Creative Services did it all. The Ryder Cup has a very unique form of scoring that required our creative team to quickly create a new custom graphic package that would clearly deliver complicated scoring in up-to-date minute detail. This data was provided legibly, clearly, and instantly for all. During Ryder Cup week, it was learned that golf legend Arnold Palmer passed away. GoVision editors quickly put together a video montage dedicated to Arnie, and facilitated a moment of tribute that was covered live by TV partners around the world. It's this type of responsiveness that that GoVision Creative Services takes great pride in.

CLIENT QUOTE:

"The 41st Ryder Cup went down in history as the "rowdiest and MOST fun-one we've ever had".

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