

DRIVEN HIRED BY SUPERSTROKE GOLF



SuperStroke Gold recently made an announcement about hiring DRIVEN as the agency that will take on all of the advertising responsibilities for the company. SuperStroke is known for being a company that distributes the putter grips that are typically used during the PGA tour and they have recently decided that DRIVEN would be the ideal advertising agency to work with. The President of SuperStroke, Dean Dingman, has said that the company was looking for an advertising agency that went above and beyond the traditional methods, especially since many of their products are diverse and are not necessarily traditional to begin with. Dingman says that the DRIVEN agency consists of a group of unique individuals who are always thinking outside of the box and he believes that they will be able to help SuperStroke to develop their brand and gain more exposure. With this new relationship in full force, SuperStroke will be able to represent their brand and a number of products that are available, creating a presence in the golf world, which is something they have been doing for quite a while. Many people in the golf industry feel as though SuperStroke have the best grips available for the PGA tour and the company has received a lot of recognition recently. One of the Co-CCO's for DRIVEN, Brian Cusac, has said that DRIVEN is very excited to now have the opportunity to work with SuperStroke. He believes that the relationship will be strong from the very beginning and that DRIVEN will be able to help increase awareness of the product with their innovative advertising ideas. There are currently hundreds of players in the PGA tour who are using the SuperStroke grips. In fact, Jason Dufner, a golf player who has happened to win two of the PGA Tour events during the year, uses these particular grips. It is believed that these grips are used by some of the best professional golfers which make it obvious that these grips should be used by people who are looking to improve their skills and become better on the field. Golfers are looking for the best results and it is believed that in order to get the best, you have to use the best too. SuperStroke offers something that other companies are not offering to golfers. It is because of this that DRIVEN will be able to create such creative advertisements, engaging a targeted audience by talking to them about the story behind SuperStroke. Both sides are equally excited to be working with one another.

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