



FORGET ABOUT IT™

Table of Contents

| | |
|------------------------------|-----------|
| Introduction | 3 |
| • General Information | 4 |
| • About the Product | 5 |
| • TOWS | 6 |
| • Advertising Strategy | 7 |
| Educate & Inspire | 8 |
| • Magazine Ads | 9 |
| • Commercials | 11 |
| • Fish Tank | 14 |
| Inegrate | 17 |
| • Driving Range | 18 |
| • Vending Machine | 20 |
| • App/Widget | 22 |
| Collaborate | 28 |
| • Twitter(X) | 29 |
| • Brand Ambassadors | 30 |
| • Collaborative Giveaways | 31 |
| Conclusion | 34 |
| • Summary | 34 |

Introduction



General Infromation

Introduction

About the Company

Biodegradable Golf Canada is experiencing the same guilt and anxiety as almost everyone else in North America – plastic pollution is out of control. It has created a Trash Island in the North Pacific more than double the size of Texas, actively killing marine life from rare sea birds like the Albatross to more common but critical animals like whales.

Impact of Golf

One of the worst plastic pollution sources is, surprisingly, golf! Standard golf balls are easily carried around the ocean by tides and currents, getting bashed against ocean floor rocks and flaking off into toxic microplastics (plastic fragments smaller than 5 millimeters or less than 1/8th of an inch) that enter fishes gills and the global water supply, making real people sick.

Mission Statement

In everything we do, we believe in improving experiences through sustainable solutions. The way we improve experiences is creating innovative products that integrate into everyday life without sacrificing, habits or quality. Our products are engineered to be sustainable and don't make compromises to quality or performance.

About the Product

Introduction

WATER SOLUBLE GOLF BALLS

By selecting a water-activated biodegrading compound, we pre-emptively solved the previously unknown problem of golfball spoilage, a challenge unique to green golfing.

ECO FRIENDLY GOLF BALLS

Golf is great, and accidents happen - but we need to take responsibility for our planet. An estimated 100,000 golf balls are lost in coastal Californian resorts annually, leading to thousands of pounds of microplastics entering the ecosystem. It's time to make a change.

NON-TOXIC

Traditional golf balls are frequently coated in Zinc Oxide, Zinc Acrylate, and Benzoyl Peroxide - Two heavy metals and an Acne Cream. These chemical coatings wear off golf balls in saltwater, damaging marine life and irreversibly leeching into the water supply.

DISSOLVING GOLF BALLS

Our biodegradable golf balls are the perfect solution for Waterfront Driving Ranges hoping to attract environmentally conscious millennials.

Threats

- Larger Companies with an established following who are researching and developing similar products.
- Similar companies like Albusgolf who have sustainable golf ball alternatives.

Opportunities

- A smaller company provides multiple directions for campaign implementations.
- Multiple avenues for collaboration with different organizations and brands.
- Hypotheticals balls provide new opportunities for the company to target to the “casual player”.

Weaknesses

- Biodegradable Golf Balls current target audience is directed towards cruise lines, golf ranges, event venues and those who live near bodies of water.
- Lacks a cohesive campaign across all mediums for both their “practice” or (hypothetical) “performance” line of balls.
- Brand isn’t well known across social media or community and must be radical and strategic in advertising.

Strengths

- Provides a solution rather than an alternative to how the game is played.
- Hypothetical balls don’t change the way people play providing better performance than traditional made balls.

Advertising Strategy

Introduction

Educate

Educate public and consumers about product that benefits the environment.



Inspire

Inspire consumers to be aware of and take action towards making all aspect of life sustainable without changing established routines.



Integrate

Integrate sustainable products with environmental solutions with established lifestyle.



Collaborate

Collaboration with organizations and competitors, as well as influencers to promote brand awareness.

The “**Forget About It**” campaign highlights the sustainable aspect as well as the quality and performance of the hypothetical performance ball. Through engaging and interactive experiences, the company is able to integrate a sustainable product into established lifestyles without disrupting the experience of golf.

Educate & Inspire



Applications

Educate consumers that sustainability doesn't mean changing all aspects of a certain lifestyle as well as communicate the impact golf has on the environment.

- Magazine Ads
- Commercials
- Fish Tank



Magazine Advertisements

Educate & Inspire

The visuals and humor used in the magazine spreads are meant to educate the audience about the performance and sustainable aspect of the (hypothetical) performance ball. Placements of advertisements would be in Golf Digest, Golf Magazine and Golf Week in addition to being in sport related magazines.



Magazine Advertisements

Educate & Inspire





**1.2 BILLION BALLS MADE PER YEAR,
1.5 MILLION LOST PER YEAR U.S.,
YOU LOSE 100 BALLS PER YEAR,
LET'S INCREASE THAT NUMBER!**

Losing your ball is abysmal, thankfully Biodegradable Golf Ball's brand-new performance line up is finally here! Engineered with newly developed sustainable and biodegradable materials. Our ball provides the same quality of control on the green and proficient distance without compromising precision as TaylorMade or Callaway balls. Players of all skill and ages can now relax and enjoy the game knowing that our ball is meant to be lost.



FORGET ABOUT IT™



© 2023 COPYRIGHT BIODEGRADABLE GOLF BALLS.

"THE GOLF CLUB"

The club has had a busy schedule since last report with several trophies being won.

DMH Shield

On Monday in early November saw 12 members playing the annual championship game with "stroke" rounds so every shot is counted. A very testing competition. Just ask John Katavich about the 8 shots in the bunker! Les Vincent, a consistent scorer, has grown hard to beat. He took out the 'A' grade and trophy with a net 70 and broke the handicap, as well as achieving nearest the pin. His win put a stop to Nick Simion's winning run, who, with 74, held on to second in 'A' grade with Wes Turbill on 78.

Sensational Fred Hickock on 73 was 'B' grade winner. Harry Simon came second with 75 and Johnny "Lone Sand" was third with 78. Harry was the other nearest the pin while Bob Bates won the longest drive. The battle for this championship NAGA saw Paul Bond (94) just hold off Phil Carter (95).

Director's Trophy

All of 15 members hit off at sunrise on a perfect day. Nick again looking dangerous, scored the first nearest the pin at the ninth, and Wes Turbill took the second on the twelfth.

Bob Bates bridled the first and was clear leader on 21 after 9. But the big finish was on at the 18th with Nick, Bob and Jeff Browne all on 35 points. Nick missed a par and resulted in 37 total while Bob and Jeff duelled to the finish with 38 each.

Final placements were to Jeff for 'A' grade with Nick second (bad luck Nick). Bob Bates won 'B' grade from Peter Howell (32) while Roy Fantom (50) played superbly to take out 'C' grade with Alex Coligan (53) second place.

GOLF CLUB NEWS!

Bob Carter on 16 points took out the NAGA from Ian Woodard with 19. It pays to hit straight as Jeff won the match using a 5 iron off all but two tees (Hes 3 and 4 woods are being repaired).

Xmos Bash — Treasurer's Trophy
Xmas Christmas, Treasurer, supplied the trophy and name for our last match for 1986. Thank you Jess, a very nice gesture. The club played on the great greens of Regency Park. Nearest the pins were won by Paul Bond and Wes "Doodys" Turbill. Longest drive at the 17th went to Nick Simion. Nick slaughtered the course with 40 points to take out 'A' grade with Peter "Dad" Howell a close second with 39 while our treasurer was third with 37. John Katavich on 41 points took the trophy and a comfortable win in 'B' grade. Derek Carter with 33 was second and Ian Woodard was third with 30. Nick's recent record reads — win, win, second, second — nice going!

Two Tree Gully in January

The first 1987 match was at "The gully" with an attendance of 13. Peter Howell won the "New Year's Bash Trophy". His 37 points had him well clear of Jess and Bill Baker, both on 34.

points in the 'A' grade. Nick Simion with 31 points must have been off colour.

In 'B' grade Ian Woodard scored a fine 34 to win from Harry Simon again very consistent with 33 and John Katavich third with 27. Nearest the pins were to Jess at the 18th and Peter Howell 15th, while visitor Ben Nicks took the longest drive.

Nick Hides a One

You just can't keep him down over his holidays in January. Nick and Harry played Gwiler and on the uphill, 20th Par 3, 11th hole Nick drove the green. After searching for the ball, Harry read right number on a ball and it was in the hole!

New programme now out for 1987
The old programme holds together our club with great courses and trophies available every month. In March we defied the DMH v STA Shield at Mr Barker, and they are in to get it back!

Help your club and come along to a round or two.

Diary Dates:

12 March, Thursday — Riverside "Mid-week Cup"
22 March, Sunday — Mr Barker DMH vs. STA.
Jeff Browne, ext. 816

ENERGY CONSERVATION GROUP

The Department has formed an energy conservation group to reduce unnecessary energy consumption by the departments. The aim of this group is to reduce energy consumption without affecting the service by the departments. The formation of this group is due to an initiative by the Government to reduce energy usage following a report by the Dept. of Mines and Energy on annual savings which could be made by the Department. The budgeted saving for this year is \$27,000 and this amount was removed from the departments budget for the year as an "incentive" to reduce energy costs.

Some of the energy savings which have been identified to date are:
Head Office
Removal of thirty 150 watt lamps near lifts on ground floor. Turn off the perimeter lights near windows. Improve controls on air conditioning system.
Deckyard
Replace single air compressor with

two smaller compressors. Rent oil shipwreck with iron and clear pipes to improve lighting without complex lighting.

General

Turn off hot water heaters when no shipping at berth. Turn off daylight navigation lights and remote control. The members of the group are Tony Smith, Electrical Ext 352; Ray Gurtz, Mech. Design Ext 776; Mike Harrison, Accounts Ext 666; Gary Harvey, Shipyard Ext 782; Jim Stewart, Dewatering Ext 782; Joe Kamblia, Civil Ext 889; David Dew, Mech Operations Ext 771.

The group would appreciate suggestions to save energy, and successful suggestions will be recognised by an article in future editions of "Harbor Talk". In fact energy saving ideas do not have to result in a harder or less pleasant working environment but may result in new equipment which is beneficial to us.

SUSTAINABALL

THE GAME THAT WILL
LAST A LIFE TIME...
THIS BALL WON'T.

Losing your ball is a synonym, thankfully Biodegradable Golf Ball's brand-new performance line-up is finally here! Engineered with newly developed sustainable and biodegradable materials. Our ball provides the same quality of control on the green and proficient distance without compromising credibility as TaylorMade or Callaway balls. Players of all skill and ages can now relax and enjoy the game knowing that our ball's meant to be lost.

FORGET ABOUT IT™
A 3300 COPYRIGHT BIODEGRADABLE GOLF BALLS.

Page 16 — February 97

Printed by Large Bay Printers Pty Ltd, 84 Dole St., Port Adelaide.

Commercials

Educate & Inspire

About Commercials

To further educate the public about the unique quality of the ball and communicate to consumers that sustainability will not affect established traditions and experiences. The two commercials promote the performance and integration of the product with subtlety informing the public and consumers about the impact of golf.



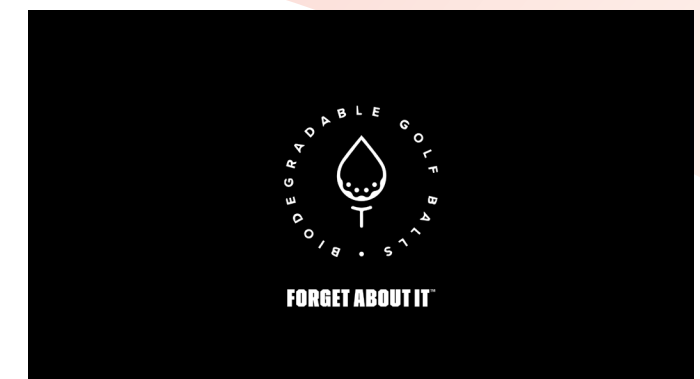
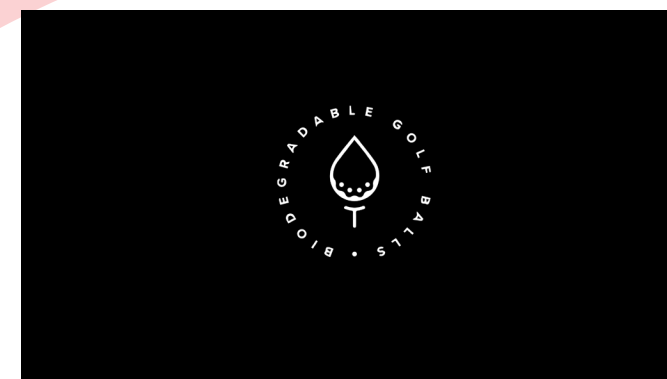
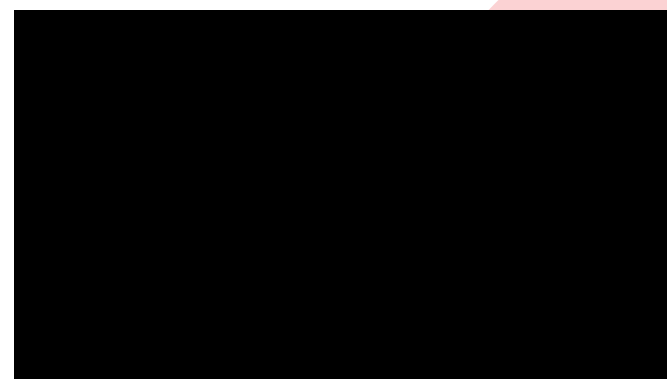
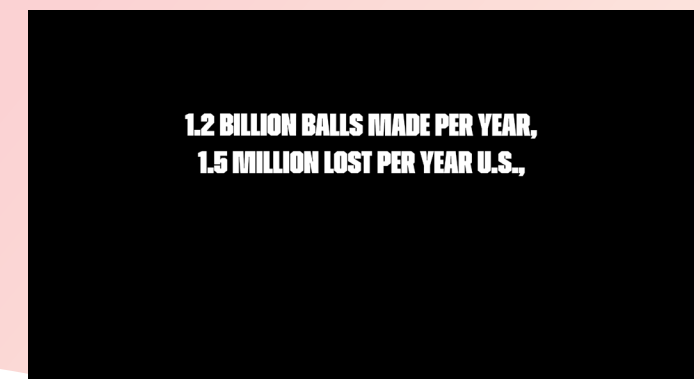
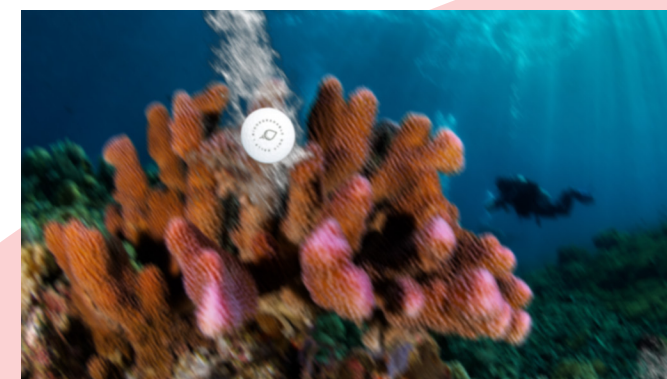
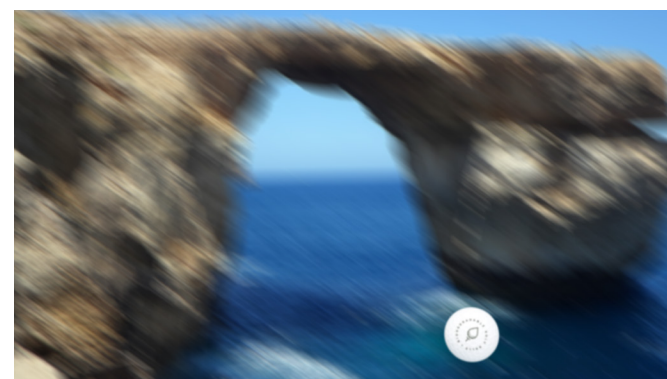
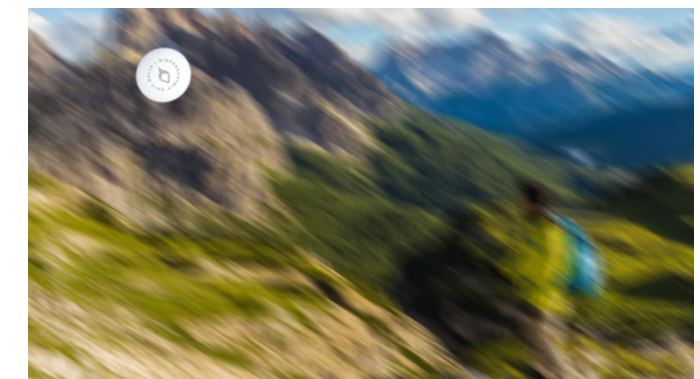
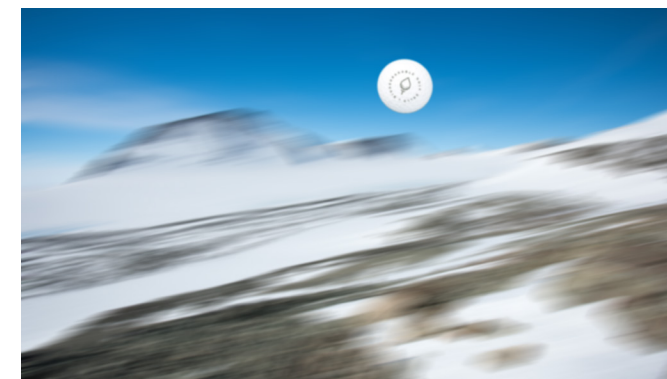
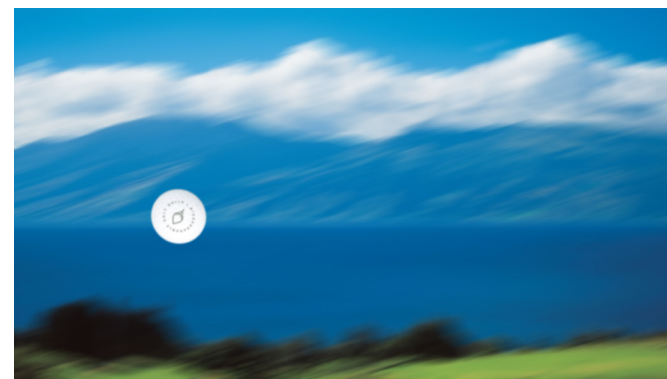
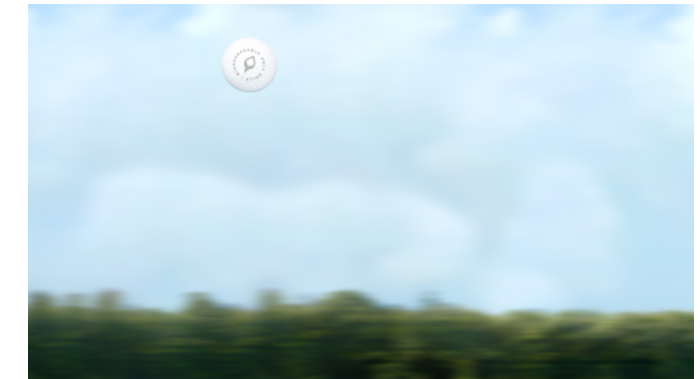
“Traveling Home”

Commercial

Educate & Inspire

Summary

The first commercial stays faithful to the company’s mission of promoting a sustainable ball that can be hit virtually anywhere. This collage style commercial follows a golf ball that starts from a tee box to its designed destination.



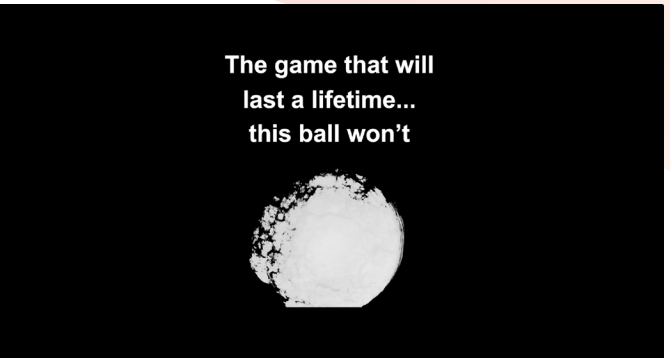
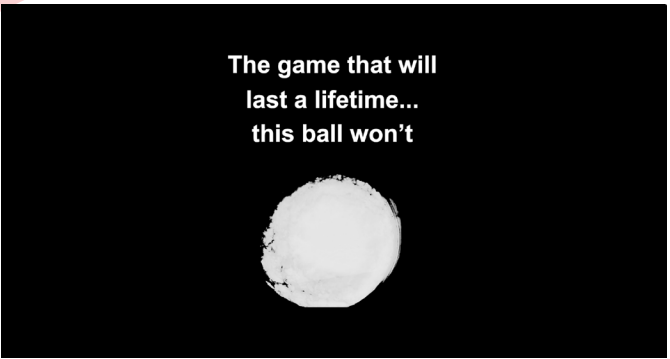
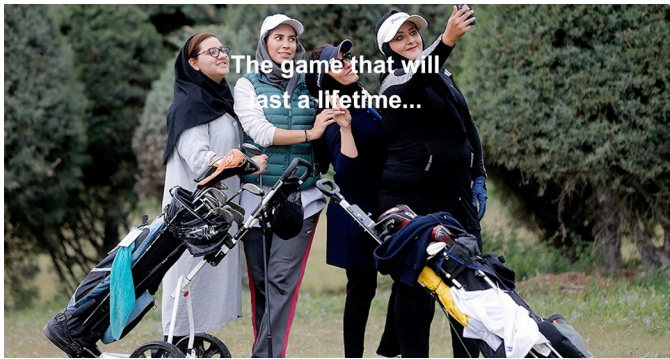
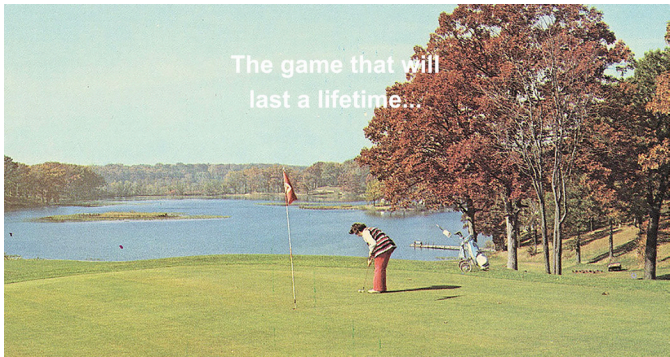
“This Ball Won’t”

Commercial

Educate & Inspire

Summary

“This Ball Won’t” also has a focus on sustainability and an emphasis of the game of golf and established traditions. The commercial emphasizes the long-lasting memories and experience associated with the game while subtly emphasizing the ridiculous amount of time traditional golf balls take to decay.



Fish Tank

Outdoor/Indoor Application

Educate & Inspire

About Application

Biodegradable Golf Balls “fish tank” application communicates the sustainability as well as environmentally friendly aspect of the performance balls. This application highlights the environmental aspect of the Biodegradable Golf Balls’ mission of finding sustainable and environmentally friendly solutions to the game of golf.

How it Works

The application can be integrated into already established outdoor and indoor aquariums or installations in various cities and parks. This application also gives the company opportunities to collaborate with organizations whose goals are to preserve and revitalize impacted environments.

Indoor Locations

- Shark Reef Aquarium at Mandalay Bay in Las Vegas.
- Yokohama Hakkeijima Sea Paradise in Hakkeijima, Japan.
- Ripley’s Aquarium of Canada located in Toronto.

Outdoor Locations

- Los Angeles, U.S.
- Miami, U.S.
- Naples, U.S.
- New Orleans, U.S.
- New York City, U.S.
- Tampa, U.S.
- Toronto, Canada



Fish Tank

Outdoor Application

Educate & Inspire



Fish Tank

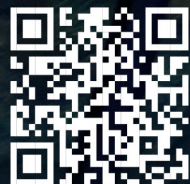
Indoor Application

Educate & Inspire

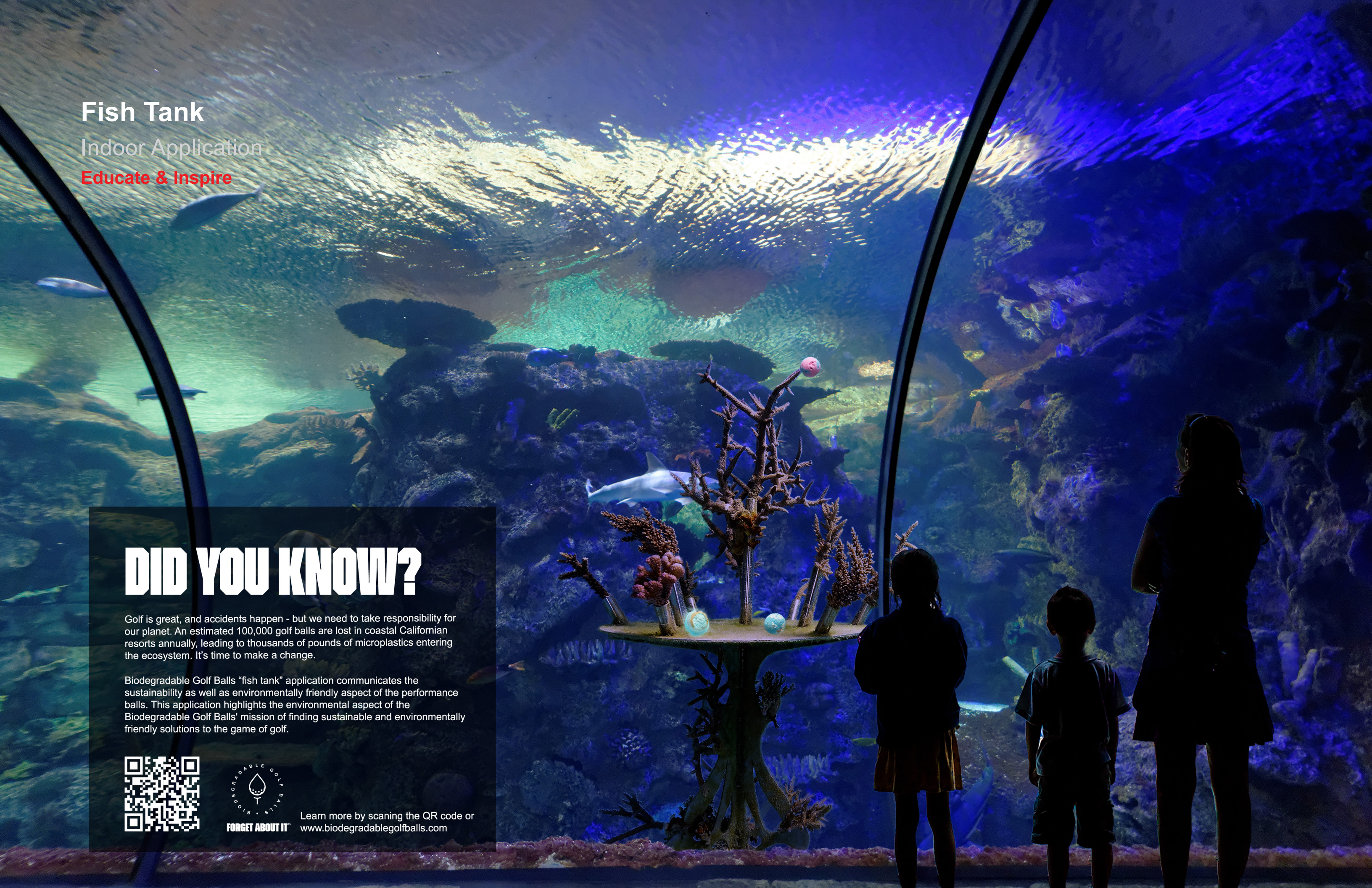
DID YOU KNOW?

Golf is great, and accidents happen - but we need to take responsibility for our planet. An estimated 100,000 golf balls are lost in coastal Californian resorts annually, leading to thousands of pounds of microplastics entering the ecosystem. It's time to make a change.

Biodegradable Golf Balls "fish tank" application communicates the sustainability as well as environmentally friendly aspect of the performance balls. This application highlights the environmental aspect of the Biodegradable Golf Balls' mission of finding sustainable and environmentally friendly solutions to the game of golf.



Learn more by scanning the QR code or
www.biodegradablegolfballs.com



Integrate



Applications

The following applications integrates sustainable golf products into routines and lifestyles. These applications highlights sustainability as well as gives consumers the chance become familiar with the brand.

- Driving Range
- Vending Machine
- App/Widget



Driving Range

Outdoor Application

Integrate

Connect

Provides a way for consumers to try new (hypothetical) performance golf ball as well as provides a unique experience. Creates relationships and integration with current culture, as well as lifestyle by providing a unique experience that shows products benefits and useability.

Application works best in costal high-density traffic cities with outdoor parks near, beaches, piers, near or on boardwalks. Can also be implemented in urban building, parks and walkways near bodies of water.

Potential for Collaboration

Collaboration with Professional Tour Tournaments and sponsoring events provides integration with culture and lifestyle.

Application Locations

- Santa Monica Pier, CA
- Miami, U.S.
- Naples, U.S.
- New Orleans, U.S.
- New York City, U.S.
- Tampa, U.S.
- Toronto, Canada





Vending Machine

Indoor Application

Integrate

Opportunities

Creating avenues for consumers to tryout product is important. The Vending Machine provides a solution to the environmental problem while allowing consumers to interact with the company and product in a unique way.

The vending machine allows consumers to trade in damaged, worn-out traditionally made balls or Biodegradable Golf balls for new Biodegradable balls! Consumer can choose between limited edition performance balls to driving range or practice balls. This provides the consumer with new and engaging opportunities to interact with the company as well as establish new sustainable habits without changing the overall experience of the game.

How it Works

Users exchange balls by placing worn-out or used balls in designated hole. Or can pay using cash or credit. Allow for integration of sustainable products with lifestyle.

Application Locations

- TopGolf
- Golf Courses
- Sporting stores like Dick's Sporting Goods.





GOLF BALL EXCHANGE BY BIODEGRADABLE GOLF BALLS!

STEP 1
RUMMAGE THROUGH YOUR
POCKETS OR BAG AND TAKE
OUT THOSE OLD, DIRTY AND
USED GOLF BALLS YOU FOUND.

STEP 2
PLACE BALLS IN HOLE THAT
SAYS "INSERT BALLS HERE"

STEP 3:
SELECT YOUR NEXT FAVORITE
GOLF BALL USING KEYPAD.

STEP 4.
DON'T GET TOO ATTACHED TO
YOUR NEW FAVORITE GOLF
BALLS (THEY WILL DISAPPEAR
ON YOU & ENJOY).



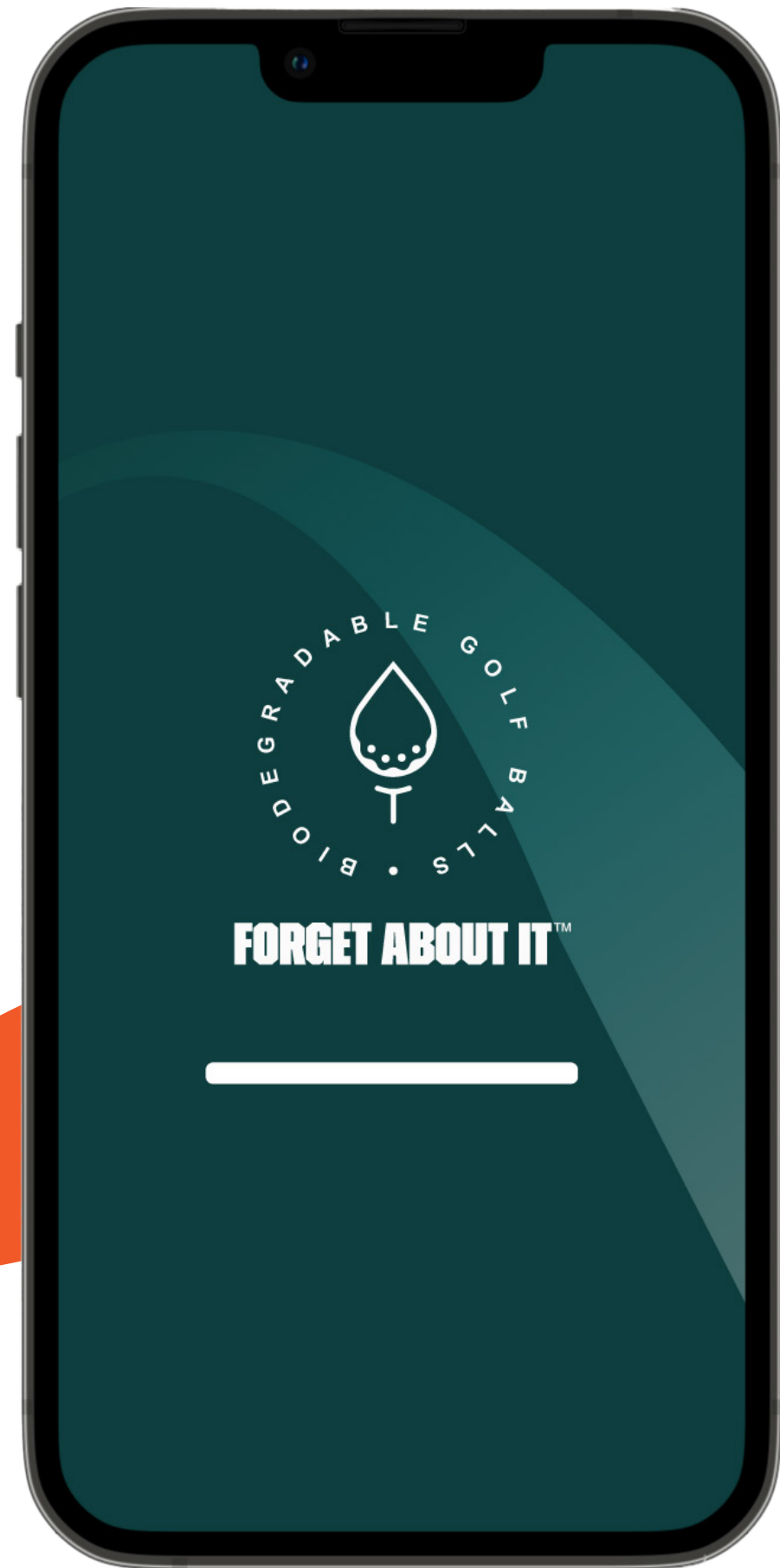
App/Widget

Outdoor Application

Integrate

Experience

It is important that Biodegradable Golf Balls keeps consumers engaged with the company and products. The Bio Golfclub is an e-commerce store and hub for content related to collaborative giveaways, product launches, subscription services and events. Besides acting as a store, the app features a ball or stroke counter which is available to various smartwatches and mobile device widgets.



Golfclub App

How it Works

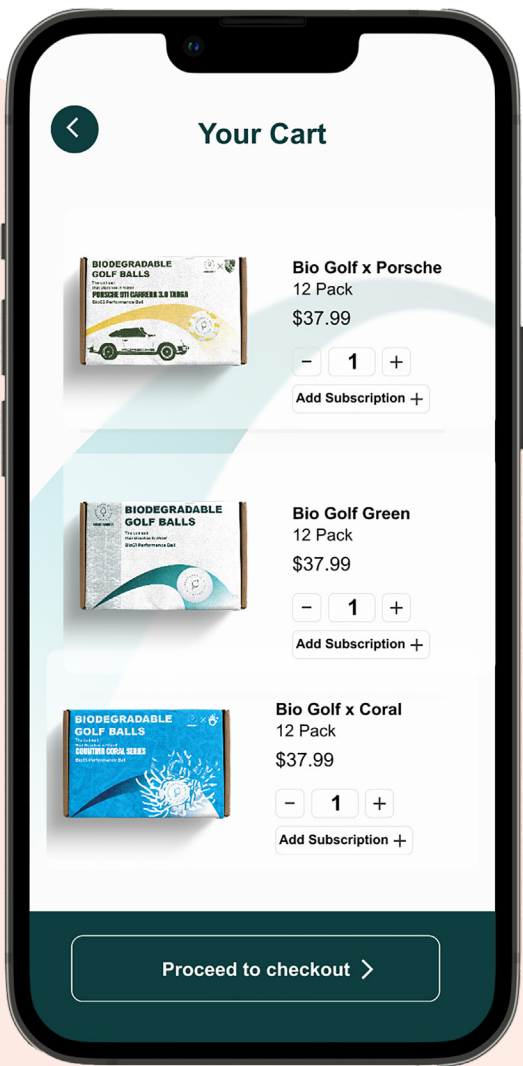
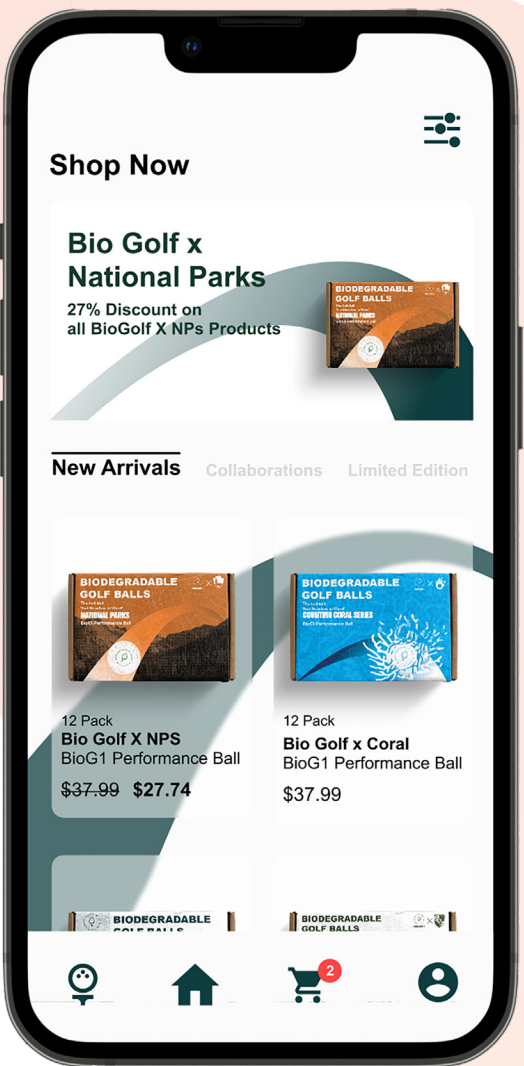
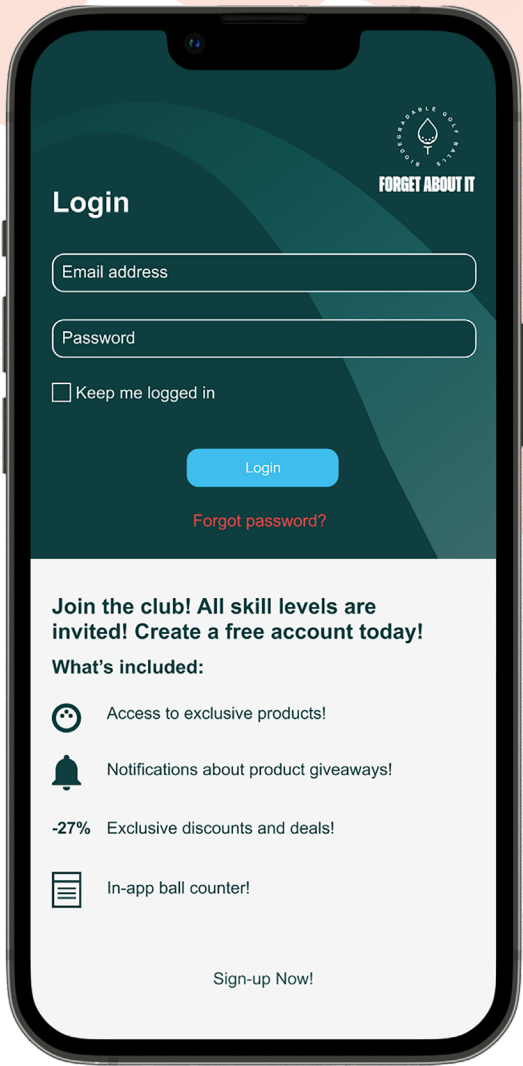
Integrate

Store / Subscription

To become a member, users create a free account which grants users free access to the store and standard features for the stroke counter.

Consumers get early access and notifications for the latest product launches, upcoming giveaways and events, as well as exclusive discounts on products.

Buyers are given the option to subscribe to either a monthly or “counter-base” subscription. Both services can be customized based on product selection and can be canceled anytime.



In-app Counter & Widget

Golfclub App

Integrate

Ball Counter

The easy-to-use in-app counter and widget provides an accessible way for players to keep track of their strokes.

Premium Ball Counter

Users who subscribed to one of the two subscription services gain additional access to the premium settings within the in-app counter. Players can select a course using a data base which is used to show par of hole and course as well as calculates their handicap for chosen course.

*To activate the “ball counter function” users must subscribe to the “counter-based subscription service”. This automatically orders products based on user inputted data via “lost ball counter”. Notifications will alert users when a new order will be made.

Standard features include:

- hole #
- current # of strokes
- total # of strokes.

Premium features include:

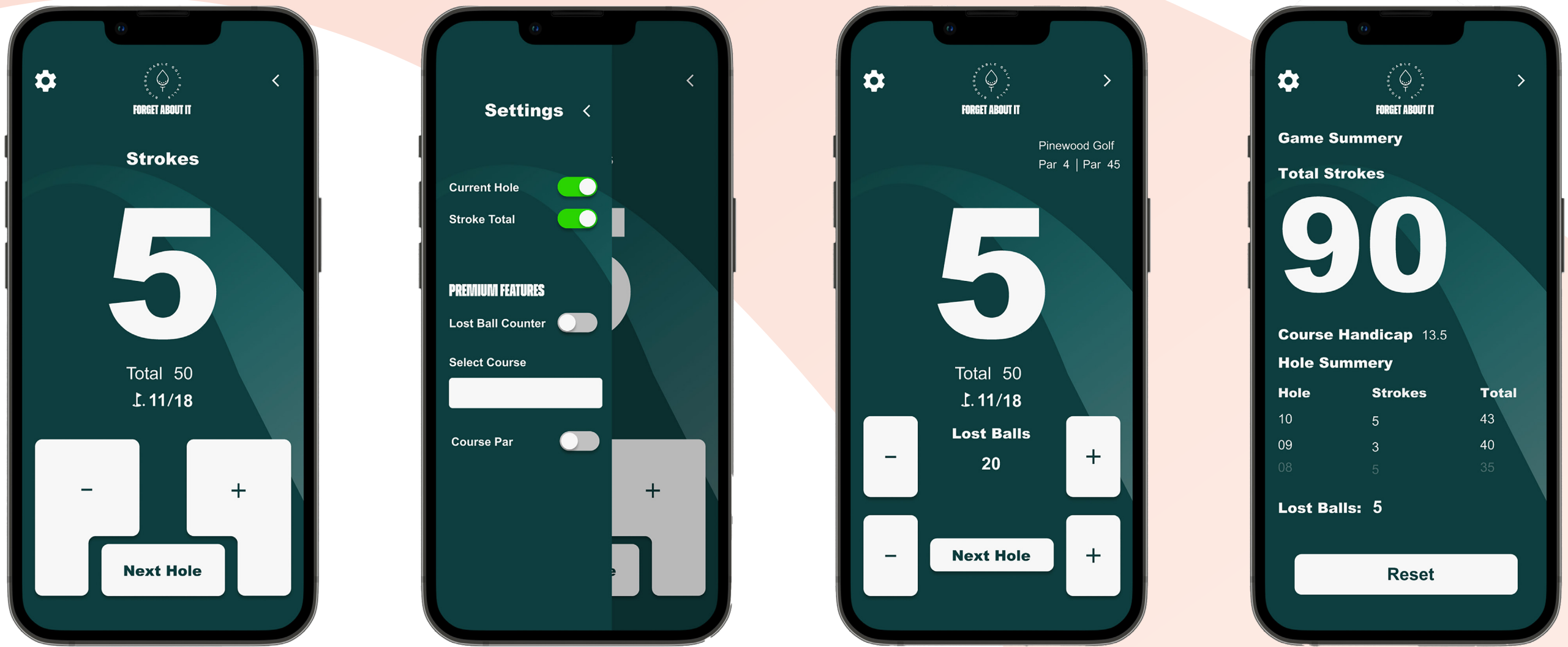
- Course par
- Course hole par
- Course handicap
- Overall handicap
- Lost Ball Counter*



In-app Counter

Golfclub App

Integrate



Left to right: Standard Ball Counter with features activated, settings pop-up, premium ball counter with premium features, Game Summery. .

Smartwatch Counter

Golfclub App

Integrate



Left: Standard feature ball counter
Right: Premium feature ball counter

Widget Mobile

Golfclub App

Integrate



Mobile device widget varriations

Collaborate



Applications

To promote the Biodegradable Golf Ball brand, it is essential to collaborate with various members of the community and other brands to create an established following. The following applications utilize internal and external modes of collaboration to create a cohesive presence within the community.

- Social Media
- Brand Ambassadors
- Collaborative Giveaways



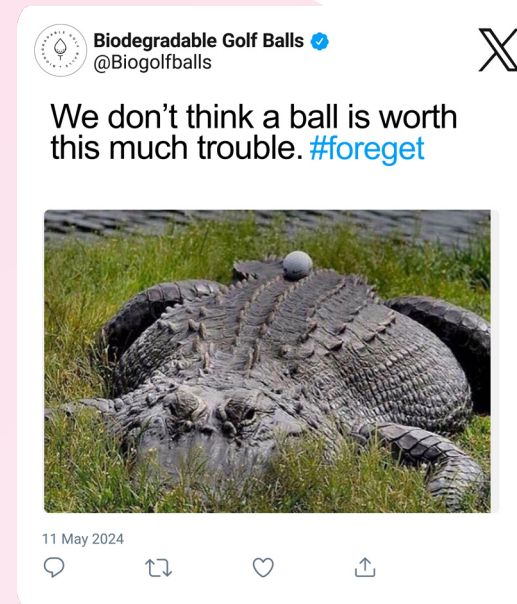
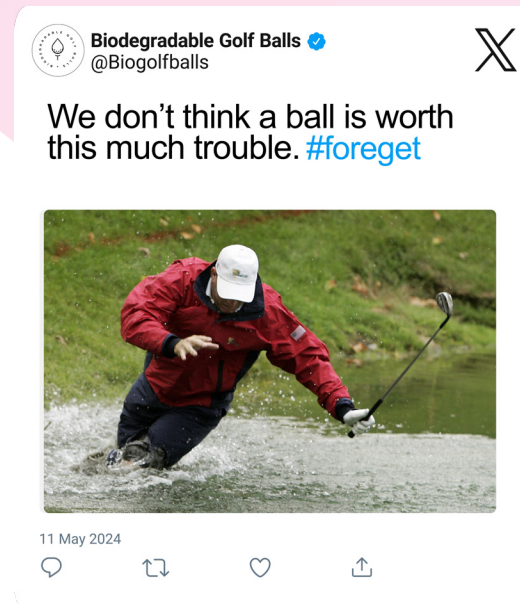
X(Twitter)

Social Media

Collaborate

About Application

To create a strong brand presence and follow the internal, #Forget social media campaign uses dry and relatable humor to connect with consumers. This cross-platform campaign provides commentary to user created content across multiple social media platforms.



Brand Ambassadors

Social Media

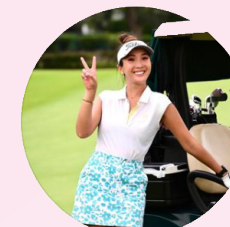
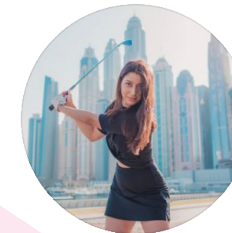
Collaborate

About Application

Brand ambassadors provide Biodegradable Golf Balls with the ability to market to a wide range of consumers and members of the community. Ambassadors can build brand recognition through product reviews, giveaways, interacting with the community, attending events, using products in videos, and promoting products through social media.

Promotes

- Collaborative giveaways
- Events
- Product drops and collaborations.



Collaborative Giveaways

Social Media

Collaborate

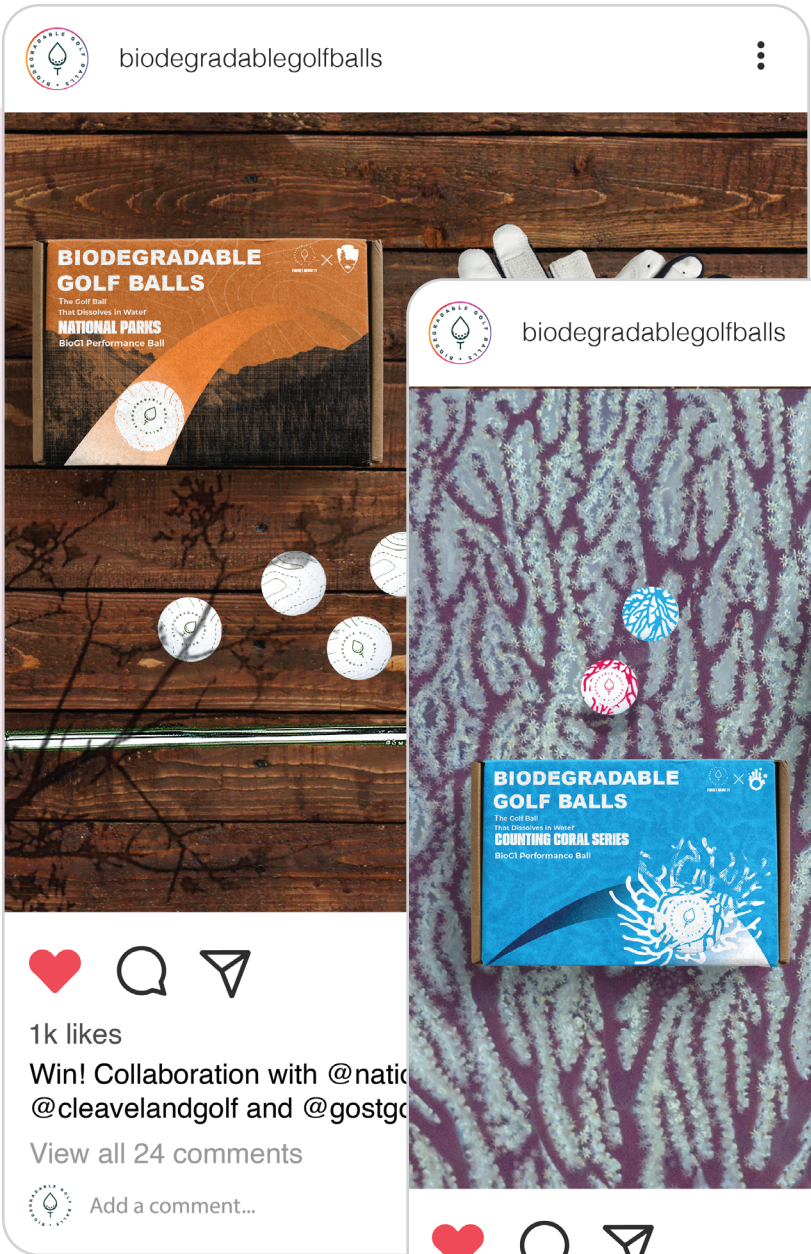
About Application

Collaborating with other brands and competition provides a great avenue for brand awareness and relationship building within the community. It is important to collaborate with brands and organizations that bring Biodegradable Golf Balls on par with other brands and services.

Collaboration can range from working with an organization that promotes environmental solutions. To lifestyle building with multiple brands and organizations.

Collaborators

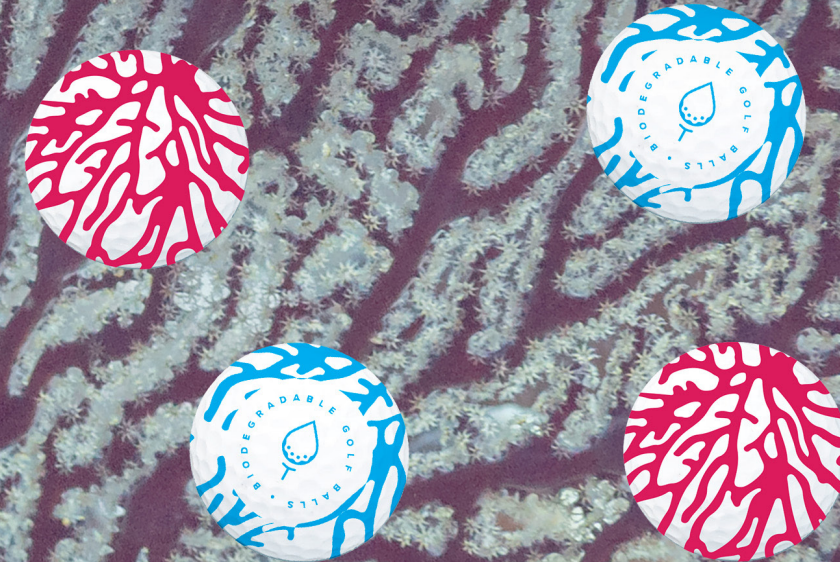
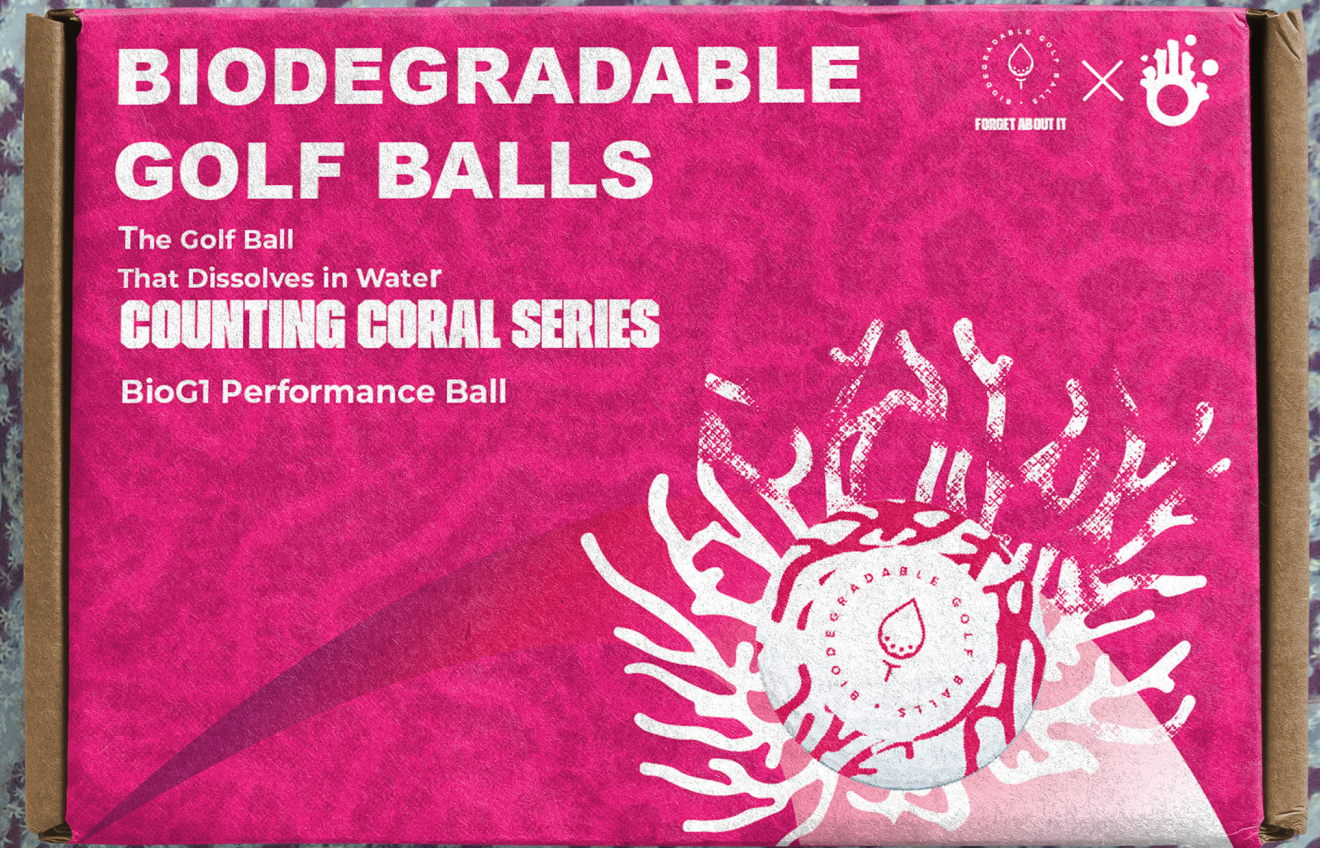
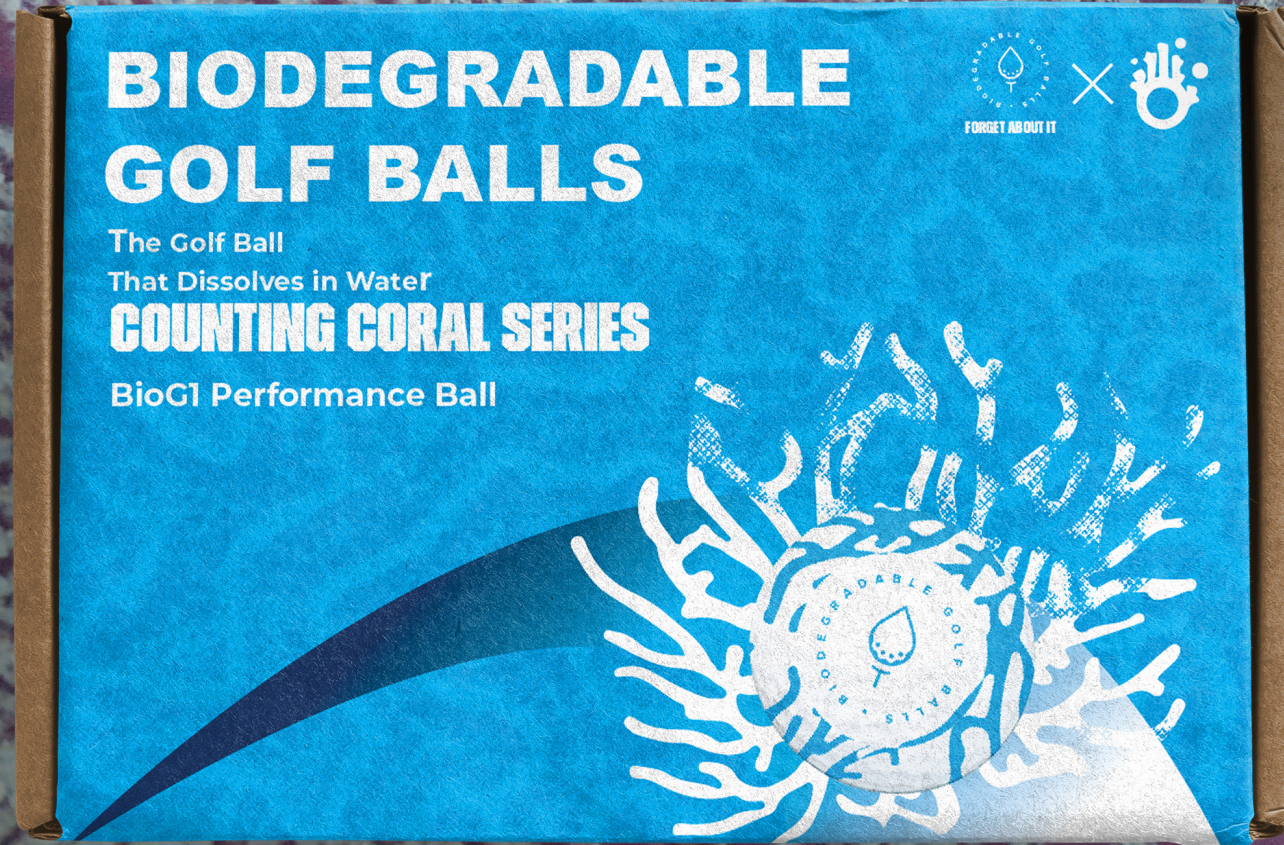
- National Parks
- Parks Project
- Counting Coral
- Taylormade Golf
- Ghost Golf
- Porsche



COLLABORATIVE GIVEAWAYS



COLLABORATIVE GIVEAWAYS



Conclusion



Summary

Through educating and inspiring consumers about the impact of golf on the environment and creating unique, engaging experiences that integrates sustainable products into established routines and lifestyles. Biodegradable Golf Balls can not only make golf sustainable but more enjoyable.



