

Turfgrass America/MiniVerde GOLF MARKETING/LANDSCAPE

Turfgrass America is a leading national provider of greens grass to golf courses, and creator of MiniVerde, the new putting surface at THE PLAYERS Championship, the PGA Tour's flagship event played on THE PLAYERS Stadium Course at TPC Sawgrass. Despite being technically superior to many of its direct competitors, MiniVerde had been consistently outsold by them. Turfgrass America sought AXIA's help to enhance awareness and create interest in MiniVerde among greenskeepers, golf course superintendents and golf fans surrounding the 2007 TPC. With a small budget and a timeframe tighter than the Sawgrass fairways, AXIA was able to obtain numerous on-air mentions by NBC sports as well as 11 story placements in print, on the Web and on TV. The advertising equivalency value was estimated to be \$63,245 — more than 31 times the initial investment.

"AXIA does great work and exceeded our expectations."

Arthur Milberger
Turfgrass America



Media Coverage

Rain no pain: Players on course

By Garry Smith, The Times Union

The good news is that it rained Sunday at the TPC, allowing for three weeks of maintenance work. However, the rain did little more than water some maintenance equipment around the hole.



Players Championship

"We would have had a lot more time than that, but it rained Sunday, so it was a bit of a disappointment. If it rained like this every day every morning in May, we'd be in a bit of a bind."

Tom Penner Jr., didn't expect to find conditions an afternoon.

"It was raining very fine yesterday (Saturday) and this is what we need for the money, so we keep it in the hole."

Klauk promised the course "right when we were about as 11 on the 18th green, which means you can play on the green."

"We have a great irrigation system, but we need a lot of water. We want to water the course (Sunday night) (Monday and Tuesday), it should get on time in a week."

Rain no pain: Players on course



The good news is that it rained Sunday at the TPC Sawgrass, giving the Players Stadium Course a chance to finish three weeks of maintenance work that rained through the week between last night and today.

However, the rain did little more than water the water table and give the playing surface a quick go. Course maintenance equipment measured the rainfall at 0.2 inches, or a sixth of an inch in a few minutes as the area had required for the previous week.

The new sand-capped fairways, part of an extensive renovation project that has been in the air since the 2006 Players, needed the maintenance equipment to get the sand on the fairways without equipment. Fred Klauk, TPC's superintendent, said he was "pleased" with the rain.

With heavy rain, TPC Sawgrass passes critical drainage test

By Dave Shalton, The Times Union

FOOTE VEDRA BEACH, Fla. — Persistent rain for much of the day Wednesday might be helping Florida, but they're also helping to prime a putt.

The PGA TOUR spent \$8 million renovating the PLAYERS Stadium Course at TPC Sawgrass so that it could ensure a firm, fast layout for its most prestigious event, THE PLAYERS Championship.

Woods suffers through first birdie-free round in four years

FOOTE VEDRA BEACH, Fla. — He didn't make a birdie on Thursday during the first round of THE PLAYERS Championship. Not one, single, solitary one.

Woods, who won the Wexford Championship in Florida, walked back the hole of 75 on Thursday. His partner just before him with a bit of luck, which is coming on his second day of the day, but accounted for the round of 75 on par.

Woods will have to be changed into firm. Some concern is a new stretch of firm, which is a stretch of about 11 on the 5th green, which is the most difficult hole on the course. It is a stretch of about 11 on the 5th green, which is the most difficult hole on the course.

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Stadium Course in prime condition, thanks to underground renovations

By GARRY SMITH, The Times Union

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Finally here

After long wait, Players Championship week has arrived. G.A.

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