

# DSTILLED

## THE MASTERS



It's finally time for The Masters Tournament, the first of the four majors, and Golf Enthusiasts around the country are getting excited. They're trading in the slopes for the driving range, and kicking off summer with a trip to Augusta National Golf Club.

Do you know any Golf Enthusiasts lucky enough to get their hands on a ticket? We used Audience Studio to put together a guide to ensure they don't miss any of the action.

### **MAKE SURE TO LEAVE YOUR PHONE AT HOME**

The security guards don't care if you have an iPhone or an Android. If they see you with a phone, you'll be banned from the course. This old-school rule isn't going anywhere anytime soon, so be sure to wear a watch so you don't miss your favorite player.

### **THE WEEK STARTS OFF WITH THREE DAYS OF PRACTICE ROUNDS**

While phones are not allowed, we encourage you to walk the course and snap a quick photo with your camera. Parents will especially appreciate these first few days, because players often practice the course with their children as caddies.

### **COMPETITION KICKS OFF AT 8:15 THURSDAY MORNING WITH THE CEREMONIAL TEE FIRST SHOT**

The first shot is always hit by a legend of the tournament. If you want to see it live, you better be at the course early. A quick cup of coffee will help you find a prime spot near the tee.

### **THE EARLY SPRINGTIME WEATHER SHOULD BE PERFECT**

It won't be too hot, but you'll probably be standing in the sun. Come prepared with sunglasses and sunscreen, and grab a cold beer in the afternoon for a quick cool down.

### **DID YOU KNOW THAT THE MASTERS HAS HAD THE SAME THEME SONG FOR 37 YEARS?**

Take a break from streaming your favorite country and jazz artists, and learn the lyrics to "Augusta," written in 1987 by Dave Loggins as he was spectating on the 14th hole.

### **SPEAKING OF TRADITION, LET US KNOW WHEN YOU'RE READY FOR LUNCH**

We know you love to grill back home, but when you're at the tournament, leave the cooking to the professionals. For just \$1.50, you can try the famous Pimento Cheese or Egg Salad sandwiches. If you're willing to splurge, \$3 will get you a BBQ sandwich.

### **BE SURE TO PLACE YOUR BETS BEFORE THE FINALS ON SUNDAY**

Since the U.S. Supreme Court reversed a federal law prohibiting sports gambling, we expect the betting scene to change dramatically. It's not just about who will win a single hole or the tournament overall. You can also bet on whether or not the winner will cry, who they'll hug first, or even if they're wearing a hat versus a visor.

### **ON THE FINAL DAY, WATCH THE WINNER HOIST THEIR TROPHY AND TRY ON THE ICONIC GREEN JACKET**

Some patrons will keep it casual and wear khakis and a t-shirt, and others may dress more conservatively in trendy golf attire. None of these outfits will compare to the winner's, though, as he dons one of the most recognizable trophies in all of sports - the green jacket.

Explore more audiences similar to Golf Enthusiasts on the next page.

# AUDIENCES TO ACTIVATE

## THE MASTERS



Android Fans  
Beach Vacations  
Beer Aficionados  
Big & Tall Men  
Bowling Enthusiasts  
Buick  
Chicos  
Cigars Shoppers  
City Sports  
Coffee Lovers  
College Football Fans  
College Sports  
Columbia  
Competitive Sports Participants  
Country Music Fans  
Craft Beer Enthusiasts  
Cycling Enthusiasts  
Daily Fantasy Sports Enthusiasts  
Duke Blue Devils Fans  
ESPN Enthusiasts  
Fantasy Football Enthusiasts  
Fantasy Sports  
Golf & Boats  
Golf Courses  
Golf Enthusiasts  
Golf Travel & Gear

Grill Masters  
Hiking Enthusiasts  
Hugo Boss  
Illinois College Sports  
iPhone Users  
J.Crew  
Jazz Music Fans  
Jewelry & Watch Shoppers  
Jos A. Bank Clothiers  
Lacrosse College Athletics  
Lacrosse Enthusiasts  
LOFT  
Lyrics Researchers  
March Madness Enthusiasts  
Men's Business Clothes Shoppers  
Men's Clothing Shoppers  
Men's Shoe Shoppers  
MLB Fans  
NBA Fans  
NCAA Fans  
NFL Fans  
NHL Fans  
Olympic Sports Enthusiasts  
Parents with Kids  
Photography Enthusiasts  
Ralph Lauren

Recreational Sports Participants  
Saint Laurent Paris  
Smartphones  
South Carolina Travel  
Southeast College Athletics  
Sporting Goods Shoppers  
Sports Apparel  
Sports Arenas  
Sports Gamblers  
Sports Memorabilia Shoppers  
Streaming Radio Listeners  
Sun Protection Shoppers  
Sunglasses Shoppers  
Swimming Enthusiasts  
Tennis Players  
Tennis, Golf, & Boxing  
The North Face  
Tommy Bahama  
Travelodge  
Upstate New York Athletics  
Virginia Athletics  
Volkswagen  
Yachting Enthusiasts  
YMCA

## WHERE TO ACTIVATE OUR AUDIENCES



To learn more, email us at [contact@dstillery.com](mailto:contact@dstillery.com) or reach out to your Account Executive or Account Manager.

