



**Carl Madore,**  
*Creative Director*

"Altitude transformed a neglected commodity accessory into a product that challenges the status quo and truly complements our new oversized driver. They showed the stodgy golf world how innovative Nike is, and we had the bonus of receiving a prestigious IDSA award and seeing them published in BusinessWeek."

*Awards:*  
**IDEA Winner**

## Tee it up.

When Nike asked Altitude to help segment its golf customers, this strategic assignment led to a re-evaluation of one of the most basic components of the sport; the golf tee. With the ultimate goal of increasing sales of Nike golf products, we conducted extensive contextual research with golfers to understand their needs, attitudes, and values. We found that golfers wanted products that helped them learn the game quickly, that inspired them, and that made the game easier to play. We leveraged this knowledge to carefully analyze and segment Nike's golf customers into three new categories, thus enabling Nike to develop the appropriate clubs and products to meet their needs.

## Putting segmentation into action

As part of our effort, we were also tasked to re-invent the golf tee, increasing its height to enhance the performance of Nike's new over-sized driver. We analyzed incumbent golf tees, the physics of the swing, ball set-up, and other tactical elements. We also examined the attributes customers desired, such as performance and convenience. Our research and design efforts yielded a diverse range of 33 concepts, and a standing ovation from Nike. Provided free with Nike clubs, these distinctive tees demonstrate Nike innovation, while helping golfers perform better and enjoy the sport at an elevated level. Nike is currently evaluating the four prototype designs for large-scale production.

# Product Highlights

## Segmentation Chart

We mapped our designs to three key categories based on our needs based customer segmentation demonstrating Altitude's ability to create multiple, viable solutions to meet Nike's challenges.



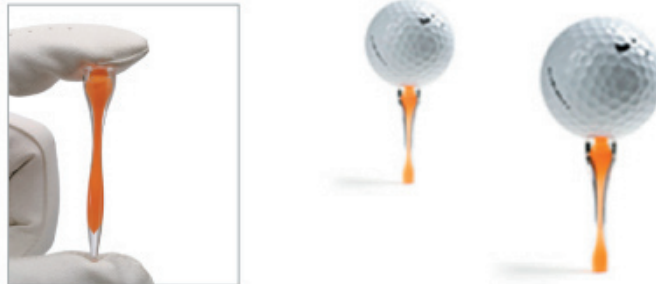
## Array

All tee solutions are designed to maximize results with Nike's large-format drivers and specialty clubs. They are intended to help regular golfers increase performance, enhancement, and pleasure.



## Mojo

The bright orange "power core" of this design suggests performance and increases visibility. The unique hourglass shape produces an oversized hole for friction management and easy removal from the course.



## Mojo Interior

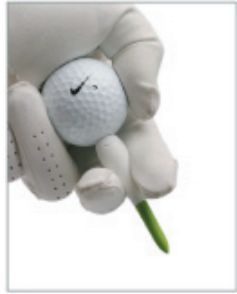
Since this design is intended for "magic seekers," we suggested that the liquid center be brewed from Tiger Woods' sweat, turf from Old Scotland, sand from Pebble Beach, and tears from the Nike Goddess.



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## Genie

This design's upper torso is comprised of a recycled cellulose powder that disintegrates upon impact. The bottom half of the tee is made with a compressed time-release fertilizer that remains in the ground to nourish the course.



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## Spline

This design cradles the ball and moves it away from the stem, reducing club interference.

A hole through the top reduces ball friction. Scored lines denote heights for different clubs or golfer preference.



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## Card

This flat design enables easy storage, provides an area for advertising, and allows for play on all course environments.

Fit the holes over the bumps, as you would the strap of a baseball cap, to adjust the height.

