A CASE STUDY:
The Dow Chemical Company
The Business

The Dow Chemical Company is headquartered in Midland, Michigan and is a leader in specialty chemicals delivering products and solutions to markets such as electronics, water, transportation, food, health and medicine.

The Objective

Dow was seeking an advisor with experience in the sports industry to help them create a cohesive marketing strategy that would utilize the sport of golf to generate national and international visibility while facilitating productive relationships for Dow with their partner companies and clients.

The Solution

In 2006 Dow launched their ‘Human Element’ campaign as part of an a la carte marketing strategy supported in the golf space by hospitality and ad buys. That same year, when consulted about how to better utilize their assets, CSN outlined a more unified concept adding humans to the ‘Human Element’ campaign, building out their hospitality program, and establishing a working partnership with the PGA TOUR. A decade later CSN continues to advise Dow on their overall sports marketing strategies and assists with their implementation.
By employing these tactics CSN was able to achieve positive measurable results on behalf of The Dow Chemical Company:

- **PGA TOUR Partnership:** After reviewing opportunities with the PGA of America and the USGA, CSN helped Dow structure their marketing partnership as the Official Chemistry Company of the PGA TOUR. As part of this partnership Dow executed larger hospitality programs, established additional player relationships, and increased their media commitment via: 30 second advertising spots during PGA TOUR broadcasts and ads on pgatour.com.

- **Ambassadors:** CSN used their industry knowledge of market value and deliverables to negotiate sponsorships on behalf of Dow with PGA TOUR professional Sean O’Hair and LPGA Tour professional Suzann Pettersen to bring humans into the ‘Human Element’ campaign.

Based on this initial success Dow expanded their ambassadorial strategy to include Corey Pavin (Ryder Cup Captainship) and Jiyai Shin, LPGA Tour and KLPGA Tour professional. Greg Norman completed the trio that would form the foundation of Dow’s ambassadorial marketing strategy.

Recognizing the importance of the community that supports its Midland, Michigan headquarters, CSN also advised Dow to sign TOUR veteran and Michigan native Tom Gillis.
Outings & Corporate Hospitality: In order to strengthen and grow relationships with their customers and create a point of pride for their employees, CSN worked with Dow to create strategic entertainment opportunities at professional golf events. Capitalizing on their relationship with the PGA TOUR, CSN designed and implemented events at tournament stops including The Houston Open, Bridgestone Invitational, Valspar Championship, US Open, Ryder Cup, and the TOUR Championship.
The Impact

CSN’s ongoing relationship with The Dow Chemical Company has produced results that enhance the positioning of Dow and creates additional global exposure. The tactics employed to execute the marketing strategy have created points of pride for Dow customers and employees while providing a valuable platform where Dow can showcase their market leadership in global innovation and sustainability.

- **Ambassador Performance**: TOUR wins and playoffs create brand exposure via televised tournament coverage, print, digital and social media.

- **Customer & Employee Loyalty**: Ambassador performance and personal interaction with customers and employees at Dow hospitality events/ outings creates a loyal fan base for the Dow ambassadors and an additional touch point for internal/external company communication.