

Penfold x



GILLY GROUP

2026 CASE STUDY

PENFOLD GOLF X TGL

CLIENT OVERVIEW

Penfold Golf is a heritage golf brand rooted in tradition, craftsmanship, and timeless design. Originally established in the early 20th century, Penfold has been reintroduced to the modern golf market with a focus on premium golf balls, accessories, and lifestyle products that blend classic identity with contemporary performance. With deep ties to the history of the game, Penfold represents a unique opportunity to bridge golf's legacy with modern consumer culture, appealing to both purists and a new generation of players.

OBJECTIVE

Our goal was to position Penfold Golf as a premium, culturally relevant accessory brand by leveraging a high-visibility moment around TGL during the LACG feature at the Semi-Finals, while creating content and connections that drive both brand awareness and retail opportunity.

GILLY GROUP APPROACH

We identified TGL as a unique intersection of innovation, entertainment, and modern golf culture- an ideal environment to introduce Penfold's LAGC-branded bags to a new, highly engaged audience.

Our approach combined:

- On-site content capture
- Influencer & creator introduction
- Strategic relationship building within the golf retail ecosystem



EXECUTION

CONTENT PRODUCTION AT TGL

We brought Penfold's LAGC bags directly into the TGL environment for 2 days at the Sofi stadium in West Palm, Florida capturing lifestyle photography, short-form video content, and organic, in-context product storytelling.

This ensured the product was not just shown but *experienced* within a relevant, aspirational setting. This content was shared via third party socials that span across 53k+ followers of golf professionals, enthusiasts, and consumers. A Instagram story highlight featuring the iconic Penfold swag bag was reposted on the "wearelagc" instagram, account, with over 50K followers.

CREATOR & INDUSTRY SEEDING

During a selective influencer match play creator content day, we introduced the bags to select content creators onsite, generating authentic connections to the brand and an expanded reach beyond owned channels. This strategy is crucial to positioning Penfold as a heritage brand that is still relevant to the current golf consumer landscape.

STRATEGIC BRAND CONNECTION

We facilitated a key introduction between Penfold Golf and key industry professionals, opening the door for potential retail placement opportunities, merchandising insights, corporate/client gifting opportunities, and long-term distribution relationships.



RESULTS

PREMIUM CONTENT LIBRARY:

We captured high-quality photo and video in a relevant, aspirational environment to enhance brand storytelling for ongoing marketing use.

EXPANDED BRAND VISIBILITY:

Gilly Group help Penfold achieve exposure within the TGL ecosystem and creator networks through third party socials, reaching over 100K+ followers.

RETAIL PIPELINE DEVELOPMENT:

Established strategic industry introductions that open direct connections to retail placement and distribution partnerships that are relevant to the brands desired audience.

ELEVATED BRAND POSITIONING:

We found alignment with a modern, forward-thinking golf platform- helping shift Penfold into a more relevant, aspirational, and culturally resonate brand with today's golf consumer while still staying true to its heritage and premium positioning.

CULTURALLY RELEVANT CONNECTIONS

Expanded Penfold's connection among culturally relevant content creators, amplifying awareness among key younger golf audiences.

KEY TAKEAWAY

This activation demonstrates how we go beyond traditional marketing-integrating content, culture, and commerce to create measurable brand momentum. By integrating product experiences directly into aspirational, real-world environments and activating selective influencer and industry connections, Penfold Golf successfully reinforced its heritage brand image while driving awareness, engagement, and strategic opportunities across both consumer and professional golf channels.