

Bridgestone / Firestone Golf Outing - 8/3/2018

Every year the Bridgestone World Golf Championship is held at the Firestone Country Club located in Akron, Ohio. This has been a long standing tradition for our area. Unfortunately this year's event will be the last tournament played at the country club because FedEx out bid Bridgestone for the rights to host this tournament. FedEx will relocate this event to the state of Tennessee where their world headquarters is located. For many years my father's company Summa Care has sponsored this event to gain market awareness. They even have some Ultra Club tickets which they pass out to the employees to go and enjoy themselves as well vendor volunteer tickets. One career choice I am exploring is Marketing or Advertising. My father and I decided to volunteer at the Summa Health System hospitality booth for me gain experience with working a marketing event.

When I was at the booth I noticed there were little giveaways to get people's attention. Having these small giveaways I soon learned this was a smart marketing technique to gain public awareness for Summa. What was really smart on their part was they were giving away health related items. The items Summa selected as giveaways were practical and drew the crowds to them thus gaining ground roots exposure. Some of the giveaways were chapstick with or without UV protection, hand sanitizer, sunscreen or rain ponchos. The tactic they used at the tent was when it was hot and sunny out they would put out the sunscreen; when or if it started to rain they would put out the rain ponchos. This was quite smart on their part as they supplied what the public needed and when they needed it. We had many people come up and say that they heard from other people that the Summa Health System had sunscreen or lip balm and asked if they could get some. So this simple marketing strategy was good advertisement as people started to

know Summa's name. Though it didn't rain the day we worked you could make the same assumption that people would want to protect themselves from the rain and stop by the Summa Health System booth to stay dry.

So the majority of my time was spent passing out the giveaways to the general public, but I learned first hand how this simple, but yet effective marketing strategy worked! The one area I struggled was social interaction with people and I did not feel comfortable talking to others I did not know, but this experience stretched my comfort zone. After we worked, I got to go to the big Summa Tent and meet the number one Golfer Li Haotong from China and he signed my hat.

