



EXCEL GOLF: ZERO FRICTION // TEEING UP MARKET SHARE

BACKGROUND

Excel Golf, maker of Zero Friction, wanted to launch a technologically unique golf system designed to help golfers improve their game and retailers improve their bottom line.

Soulsight was asked to create a packaging system that excited the trade and visually communicated to consumers the product's proprietary usage, benefits, and point of difference in a highly noisy category.

Soulsight also needed to include substantial consumer education components, on-pack, that communicated the brand's unique usage benefits in an approachable way.

SOLUTION

Soulsight developed a packaging system that delivered easy-to-navigate graphic instruction, demonstrating how and when to use the product.

In addition to the streamlined graphics, a sans-serif typeface and a strikingly simple color palette were used to further differentiate from the competition by creating a strong shelf presence.

RESULTS

Upon launch, Zero Friction golf products instantly became a pro-favorite – it was recently awarded USGA tour certification and the prestigious St. Andrews seal of approval as well as named official tee of the British Open.