

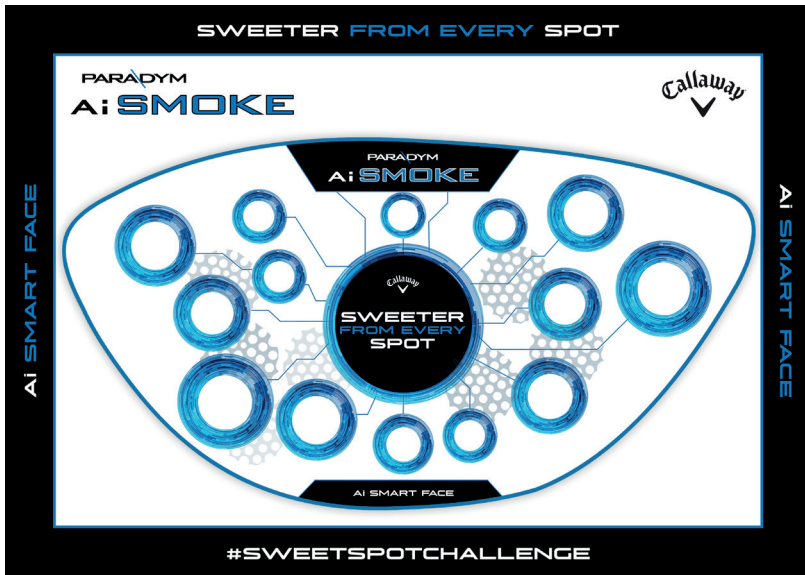
PARADYM
AiSMOKE



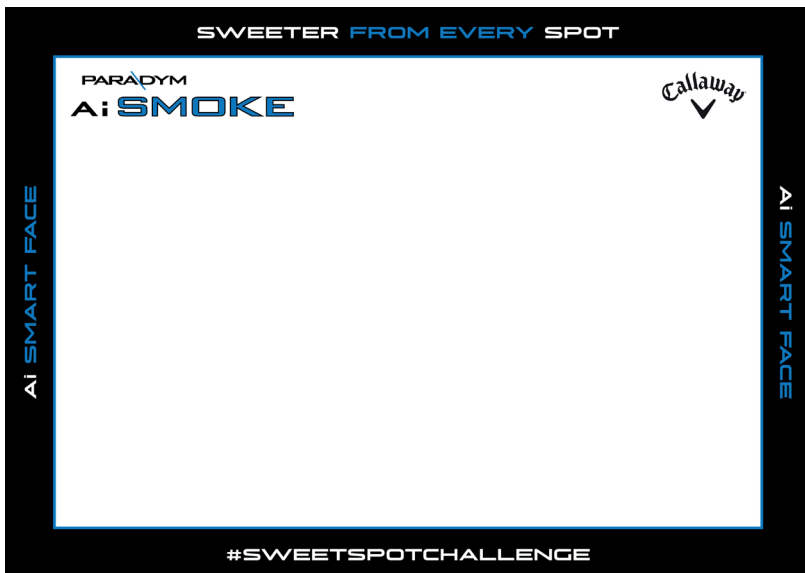
2024 PARADYM Ai SMOKE - SWEET SPOT CHALLENGE -



@CALLAWAYGOLFEU
#SWEETSPOTCHALLENGE



SIDE 1
A3 BOARD



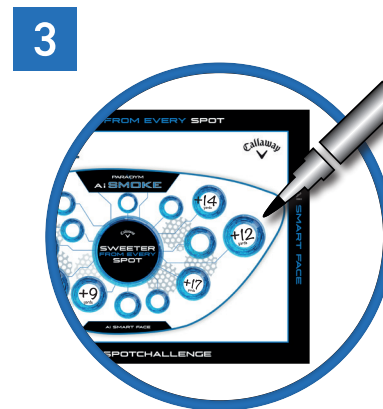
SIDE 2
A3 BOARD



RECEIVE YOUR YARDAGE
'SWEET SPOT CHALLENGE'
GAINS BOARD PACK OF 5.



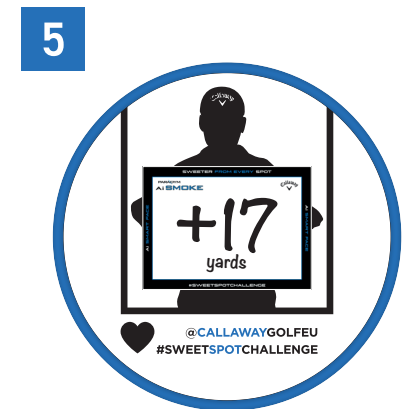
FIT YOUR CUSTOMER WITH
THE NEW PARADYM Ai
SMOKE DRIVER VERSUS THEIR
CURRENT GAMER.



WRITE DOWN 3-4 OF
THE BEST YARDAGE GAIN
RESULTS ON SIDE 1 AND
BEST OVERALL GAIN
RESULT ON SIDE 2.



SIDE 1 - POST ONLINE TO
YOUR SOCIAL MEDIA CHANNELS TO:
• SHARE THE VARIOUS GAINS.
• GOLF CLUB / RETAILER VISIBILITY.
• SHOW HOW GOOD THE
PARADYM Ai SMOKE IS.



SIDE 2 - POST ONLINE TO
YOUR SOCIAL MEDIA CHANNELS
TO SHARE THE OVERALL
BIGGEST GAIN.

USE THE HASHTAG ON EVERY POST YOU SHARE VIA YOUR SOCIAL CHANNELS AND MAKE SURE YOU TAG IN @CALLAWAYGOLFEU