

THE BIG IDEA

GOLF IT OUT



一杆见真章

Official China launch · Digital strategy & creative proposal · KRDS Greater China

IN ONE SENTENCE

LAUNCH LIV IN CHINA NOT AS A GOLF EVENT — BUT AS GOLF'S FIRST TEAM-FIGHT LEAGUE.

A Greater China operating system that turns 13 teams, captains and rivalries into the entry point Chinese audiences can pick, follow and rally behind.



PLATFORM IDEA

Golf It Out / 一杆见真章



DIGITAL HOME

WeChat Mini Program as official China hub



ENGINE

Two campaigns × always-on team league content

WHAT LIV NEEDS FROM CHINA DIGITAL.

THE BRIEF

Build brand awareness and community on relevant digital platforms in China. Ticketing and eCommerce out of scope. Digital strategy first. 48-hour planning window.

OUR READ

The real job is to give Chinese audiences a reason to care before they understand golf — and an official China home (Mini Program) where that fandom is captured and grown.

WHY CHINA.

WHY NOW.

500K

registered golfers in Mainland China
(R&A 2024)

1M

9/18-hole golfers in Mainland China
(R&A 2024)

93K+

registered junior golfers in China (R&A
2024)

2

Greater China beachheads — IS
China + LIV HK

Source: R&A Global Golf Participation Report 2024. LIV Golf League public data.

GOLF IN CHINA STILL FEELS LIKE A CLUB, NOT A CULTURE.

- Perceived as private, expensive, old.
- Scoring and formats feel technical to casual viewers.
- Tournaments are stand-alone events, not seasons.
- No clear team, captain, or rivalry to follow.
- Lifestyle and youth have no obvious entry point.

WHERE LIV SITS IN CHINA'S SPORT LANDSCAPE.

PROPERTY	FORMAT	CHINA FOOTPRINT	FAN ENTRY
PGA Tour / DP World	Individual stroke play	Core golf familiarity	Player loyalty
Int'l Series China	Asian Tour pathway	2026 China runway	Local talent
Simulator / indoor golf	Lifestyle leisure	Trial-led social buzz	Trying the sport
F1 / NBA China	Season storytelling	Established social ecosystem	Pick a team / star
LIV Golf	Team league, no cuts	Mainland runway + HK heritage	Pick a side

LIV gives golf a league-shaped entry point: teams, captains, standings and sides to pick.

TRADITIONAL GOLF ASKS

“WHO PLAYED BEST?”

LIV ASKS

“WHOSE SIDE ARE YOU ON?”

13 teams. 13 captains. 57-player field. 72 holes. Shotgun start. No cuts.
Season standings turn every event into part of an ongoing rivalry.

13 TEAMS. 13 SIDES TO PICK.



THE VETERAN
Major-winners.
Experience pays.

THE OUTLAW
Defectors with
something to prove.

THE PRODIGY
Young guns
breaking records.

THE STYLIST
Crowd-pleasers
with flair.

THE LOCAL HERO
Asia heritage —
why China cares.

FIVE FAN CHOICE ARCHETYPES BEHIND 13 TEAMS · TEAM MARKS © LIV GOLF LEAGUE — PITCH ILLUSTRATION ONLY

THREE AUDIENCES. ONE EMOTIONAL DOOR.

LIFESTYLE CURATORS

Young urban (SH/BJ/SZ/GZ/CD).
RED, Douyin, fashion, fitness.
Golf as content-worthy scene.

ENTRY POINT
Team style, captain personalities,
event atmosphere, music.

MODERN BUSINESS PROFESSIONALS

Finance, consulting, tech, luxury.
Know golf as networking,
want a more modern version.

ENTRY POINT
Team strategy, leadership,
premium hospitality.

EXISTING GOLF FANS & PLAYERS

Club golfers, junior parents,
HK & Greater Bay community.
Want credibility and depth.

ENTRY POINT
Player profiles, leaderboard,
format education, HK heritage.

+ 93K REGISTERED JUNIOR GOLFERS (R&A 2024) — FAMILIES WHERE GOLF IS A 升学 ASSET; PARENT-LED WEDGE INTO ALL THREE SEGMENTS.

GOLF IT OUT

一杆见真章

Stop talking. Stop posturing. Settle it on the course.

The Chinese line carries 武侠 register — show your true skill in a single stroke.

WHAT LIV CAN BORROW FROM LEAGUE FANDOM: ALLEGIANCE BEFORE EXPERTISE.

A MODEL — NOT A FORECAST. THE PRINCIPLES THAT GROW LEAGUE FANDOM EVERYWHERE.

■ TEAMS BEFORE RULES	Pick a side before learning the format.
■ CAPTAINS BEFORE FORMATS	Star personalities pull fans in.
■ RIVALRIES BEFORE SCORING	Conflict carries the season.
■ HIGHLIGHTS BEFORE TOURNEYS	Moments travel; education follows.
■ LEADERBOARDS AS STORIES	Tables become drama, not data.

应酬 2.0 · THE NEW RITUAL

应酬 2.0. GOLF IS THE NEW 局. LIV MAKES IT A LEAGUE.

The upgraded ritual for younger business China — same 局, no judgment, more shareable.

WHY GOLF IS THE NEW 局

- 高尔夫搭子 — peer-group ritual, modern face.
- 4-5 hrs together = real talk, not pitch decks.
- Outdoor, low-pressure, alcohol-optional.
- Mixed company welcome — peers, partners, family.
- Multi-generation asset — junior + family golf.

WHAT LIV ADDS ON TOP

- Pick a team = instant common ground.
- Captain rivalries replace forced small talk.
- Team standings to predict, joke, debate.
- Group fandom > solo spectatorship.
- 13 ways to bond, not one.

TWO MARKETS. ONE LEAGUE.

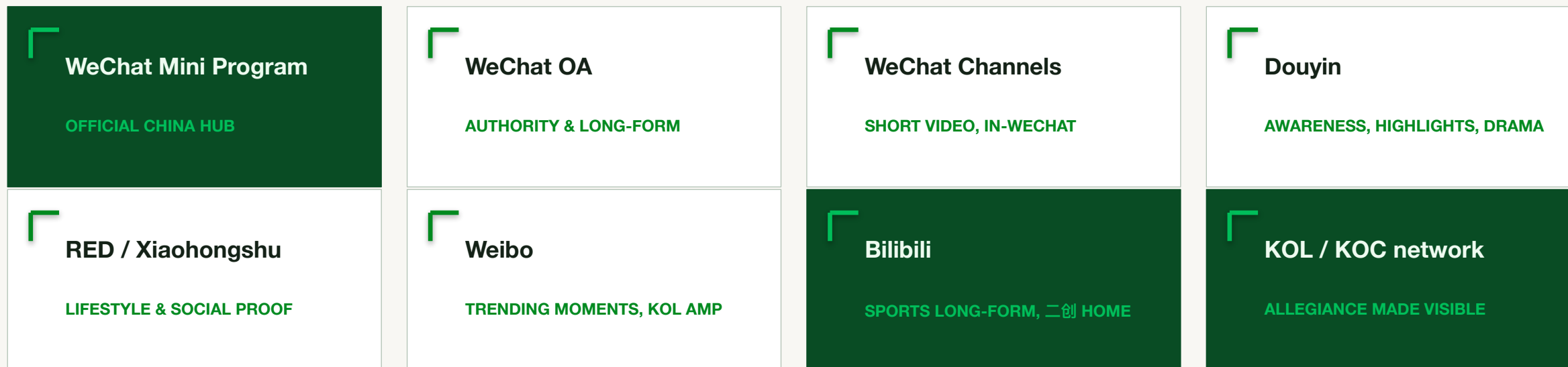
MAINLAND CHINA

Language: Simplified Chinese, Mandarin-first
Tone: competitive, social, educational without jargon
Channels: WeChat, Channels, Douyin, RED, Weibo
Angle: team rivalry, star players, leaderboard
drama, lifestyle entry through RED/Douyin

HONG KONG

Language: Traditional Chinese, Cantonese-first
Tone: local, proud, event-driven, culturally specific
Channels: WeChat, IG/FB/YT, cross-border content
Angle: LIV HK heritage, Fanling, Cantonese fan voice,
Greater Bay travel & weekend energy

WHERE LIV LIVES IN CHINA.

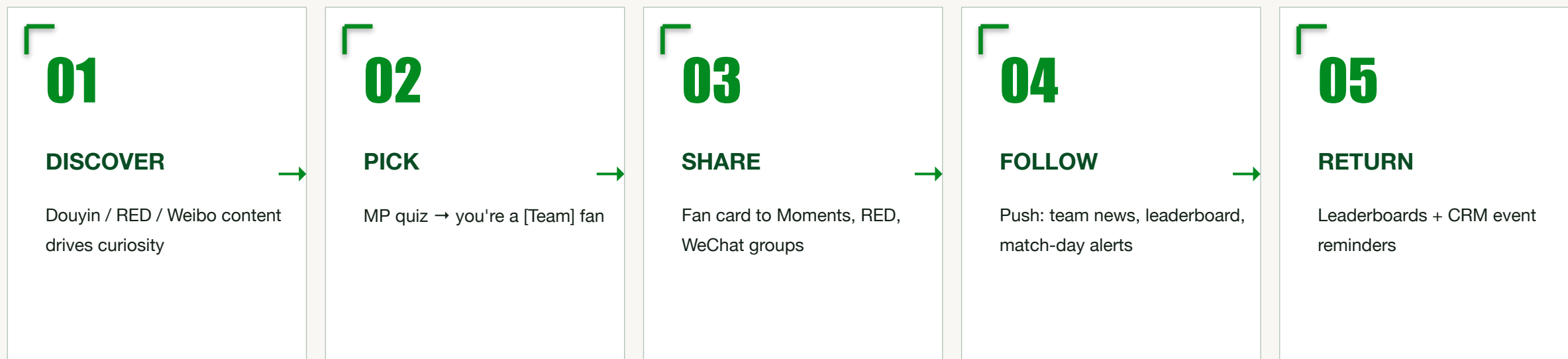


THE OFFICIAL CHINA DIGITAL HOME OF LIV.

In China, official discovery happens inside platform ecosystems, not brand websites.

Live leaderboard	Pick Your Team selector	Team hub (13 teams)
Player profiles	How LIV works — 101	Mainland hub (IS pathway)
Hong Kong hub (LIV HK)	Content feed	CRM & event reminders

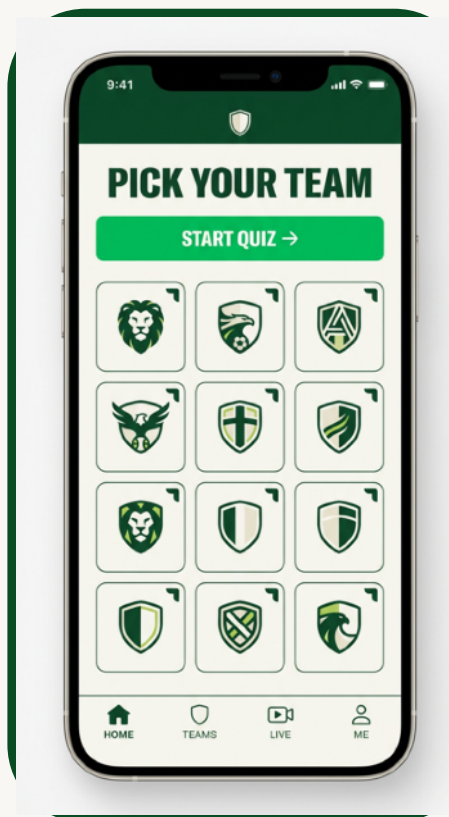
DISCOVERY TO FANDOM IN FIVE STEPS.



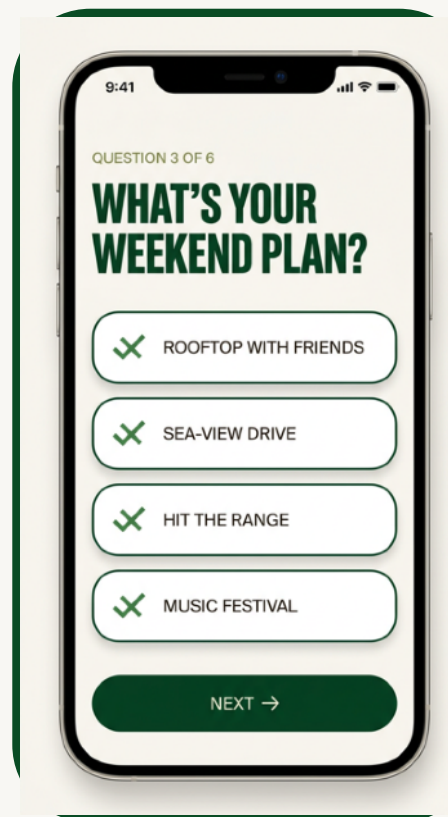
WHAT THE MINI PROGRAM LOOKS LIKE.

THREE CORE FLOWS, DAY ONE

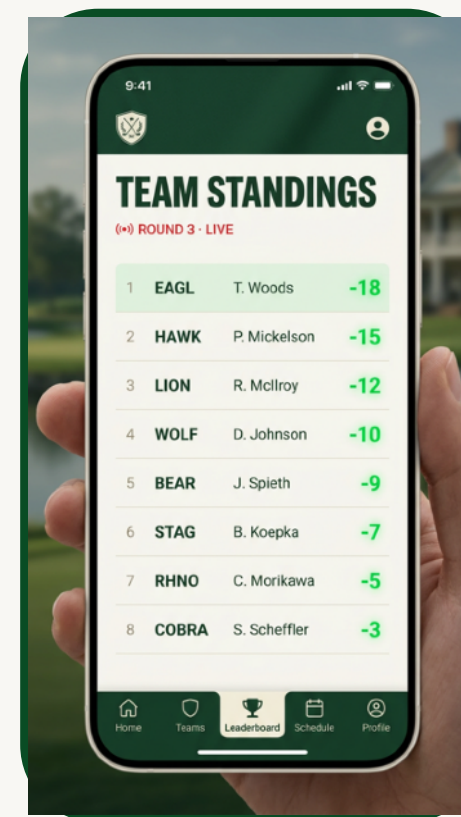
Team selection. Fan card creation. The live team leaderboard. Built WeChat-first for discovery, share, and weekly return.



HOME



TEAM SELECTOR



LIVE LEADERBOARD

MINI PROGRAM DELIVERY & GOVERNANCE

HOW WE SHIP THE OFFICIAL CHINA HUB.

ACCOUNT & ENTITY

WeChat Open Platform account.
LIV China entity or KRDS as operator under MSA.

HOSTING (PIPL)

Tencent Cloud Shanghai region.
PIPIA + privacy notice + consent.
Processor/controller roles + DPO.

WECHAT REVIEW

Mini Program submission → 7–14 day review.
Staged rollout. Content category: sports.

DATA FEED

LIV scoring API → MP leaderboard.
Fallback static cache if upstream latency.

MODERATION

24/7 comment moderation during event weeks.
Auto + human review. Crisis escalation SLA.

RIGHTS & APPROVALS

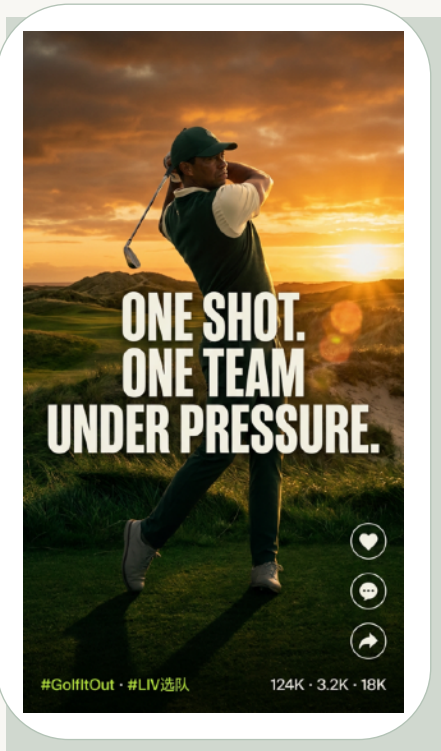
Team marks, player likeness, music licensing.
Sponsor + HSBC approvals for HK content.

KRDS RUNS DELIVERY END-TO-END · SENIOR TECH LEAD ASSIGNED FROM DAY ONE.

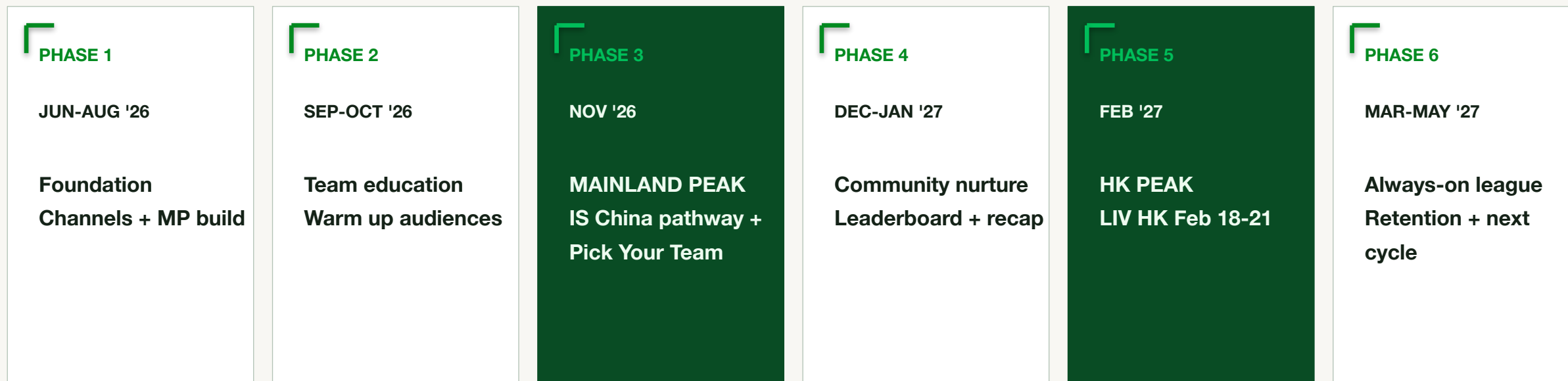
LIV GOLF CHINA · DIGITAL LAUNCH PROPOSAL

WHAT FANS SHARE OUT.

Identity, atmosphere, lifestyle, trending — one campaign, every platform.



12 MONTHS. 6 PHASES. 2 PEAKS.



CAMPAIGN ONE · MAINLAND

PICK YOUR TEAM

选你的队，见真章

“Before you understand every rule — whose side are you on?”

MECHANISM

- MP team selector quiz (6 Qs).
- Personality → recommended team.
- Generates shareable fan card.
- Public KOL team declarations.
- City-level voting leaderboard.
- 约战: KOL/city/brand 约战 board (weekly winner = live stunt hole).

CRM JOURNEY

- D0 Quiz → assigned team
- D1 Welcome series + captain intro
- D3 Team poster unlock
- W1 Standings preview push
- Event-week Live leaderboard pings
- Post-event Recap + next match-day

CONTENT + KOL

- “13 teams. One side.”
- “上海，你站哪队？ / Shanghai — which side?”
- “Captain vs captain — pick a side.”
- Top 2 celeb + 10 mid + 40 KOC.
- Estimated talent: RMB 1.2–2.0M.
- Hashtag #LIV站队 — Weibo trending.

TIMING — AROUND INT'L SERIES CHINA (NOV 5–8, 2026) · KPI — MP REG, FAN CARDS SHARED, TEAM VOTING

LIV GOLF CHINA · DIGITAL LAUNCH PROPOSAL

CAMPAIGN TWO · HONG KONG

GOLF IT OUT HONG KONG

一桿見真章 · 香港開波

“When LIV returns to Fanling Feb 18–21, 2027 — which team will prove itself?”

MECHANISM

- Traditional Chinese + Cantonese.
- Fanling course knowledge series.
- 7-day Hong Kong Battle Week.
- Local food/style/music KOLs.
- MP Hong Kong Hub: standings.
- Mainland fans follow as climax.

CRM + CROSS-BORDER

- Mainland fans → HK Hub push.
- Pre-event: Fanling form guide.
- Battle Week: daily highlights.
- Live: leaderboard + city buzz.
- Post: winning team + fan reactions.
- Greater Bay travel tie-in.

CONTENT + KOL

- “揀隊，開波”
- “Fanling form guide.”
- “Which captain owns Hong Kong?”
- 5–8 Cantonese KOLs (IG/FB/RED).
- Estimated talent: RMB 0.6–1.0M.
- Cross-border RED activation.

TIMING — LIV HONG KONG, FEB 18–21, 2027 (FANLING, 4TH EDITION) · KPI — HK FAN ACQ, CROSS-BORDER, HASHTAG

MADE IN HONG KONG. NOT TRANSLATED.

HONG KONG BATTLE WEEK.

LANGUAGE

Cantonese-first captions, TC subtitles.
“揀隊” · “開波” · “點計分”

PLACE

Hong Kong Golf Club, Fanling — host venue.
LIV HK 2027, Feb 18-21, 4th edition.

CULTURE

Dai pai dong, milk tea, rooftop bars,
Sham Shui Po street wear, MTR travel.

GBA VISITORS

Shenzhen/GZ day-trippers.
WeChat Pay + Octopus dual flow.

7-DAY STORYBOARD

MON	TUE	WED	THU	FRI	SAT	SUN
TEASE	PRIMER	CAPTAINS	EVE	R1	R2	FINAL
Cantonese hooks — 揀隊	Fanling form guide	Head-to-heads	Walk-in atmosphere	Live leaderboard	Best shots + city buzz	Winner + reactions

CHANNELS — WECHAT + IG + RED + DOUYIN · CANTONESE-FIRST · MAINLAND CROSS-BORDER PUSH

FIVE PILLARS. ONE LEAGUE RHYTHM.

01 TEAM BATTLE	Rankings, captain matchups, rivalries, fan voting
02 PLAYER STORY	Star profiles, personalities, why-this-player-matters
03 LIV 101	Team scoring, shotgun start, no cuts, 72-hole format
04 EVENT ENERGY	City guides, live atmosphere, music & fan culture
05 LEADERBOARD DRAMA	Live shifts, “one shot changed everything”

ACTIVATION

ORGANIC BUILDS IT. CREATORS + PAID SCALE IT.

KOL & CREATOR TIERS · TALENT (RMB)

TIER	COUNT	ROLE	TALENT
Top	1–3	Brand validation	0.8–2.0M
Mid	8–12	Weekly content	0.3–0.7M
KOC	40+	Allegiance UGC	0.15–0.4M
HK Canto	5–8	Local culture	0.2–0.45M

PAID MEDIA FUNNEL · RECOMMENDED TIER

AWARENESS	40–50% of spend
Douyin TopView, RED brand zone	
PARTICIPATION	25% · CPE ~RMB 1.5
MP retargeting, fan card boost	
COMMUNITY	15% · WeCom seed
WeChat group ads, CRM nurture	
AMPLIFICATION	15% · peak windows
Event-week boosts, KOC waves	
MEDIA SPEND BAND · RMB 4–10M (planned separately, not in agency fee)	

BLENDED CPM RMB 20–35 · MP REG CVR 2–4% · YR1 REG TARGET 300K

WE PLAN FOR THE CHINA TRAPS.

CONTENT APPROVAL

广电/体育总局 broadcast-rights filing. No 竞猜 language. Athlete image rights.

MUSIC LICENSING

Use Chinese-rights-cleared sound libraries for short video

HK ↔ MAINLAND

Separate content tracks, distinct language and cultural cues

PLATFORM POLICY

WeChat MP review cycles, Douyin sports category rules

DATA / PRIVACY

PIPL-compliant CRM, on-shore data, clear consent in MP

CRISIS PROTOCOL

24h monitoring at peak weeks. Saudi PIF + HK NSL pre-vetting on all copy.

KPIS BY FUNNEL STAGE.

STAGE	METRIC	SCENARIO TARGET (RECOMMENDED + PAID)
Awareness	Total impressions, paid + organic	350M+
Awareness	Hashtag reads (#LIV站队, etc.)	100M+
Engagement	Engagement rate on owned content	>5%
Engagement	KOL/KOC posts shipped	60+
Participation	Mini Program registrations	300K+
Participation	Fan cards shared	150K+
ALLEGIANCE	Users who pick a team (% of MP visitors)	>60%
ALLEGIANCE	Rival-team engagement ratio	>1.2x
ALLEGIANCE	Captain share-of-voice (top 3)	>35%
Community	CRM opt-ins / WeChat OA followers	200K+
Community	Repeat MP visits during peak weeks	>40%

Indicative scenario targets based on Recommended tier plus paid media support — refined after channel baselining in Phase 1.

WHAT WE DELIVER.

STRATEGY

Annual plan · audience · platform · measurement · localization

PLATFORMS

WeChat OA + Channels · Douyin · RED · Weibo · Bilibili (optional)

KOL & PAID

Tiered KOL mapping · briefing · paid media planning & buying

CRM & DATA

PIPL-compliant capture · segmentation · lifecycle journeys

CREATIVE

Big idea steward · campaign creative · copy (SC/TC/Cantonese)

MINI PROGRAM

IA · UX/UI · team selector · fan card · leaderboard · CRM

EVENTS

IS China + LIV HK content support · pre/live/post coverage

REPORTING

Monthly performance · quarterly strategic optimization

HOW WE STAFF + GOVERN

SENIOR-LED POD. CLEAR DECISION RIGHTS.

LAUNCH POD (FTE)

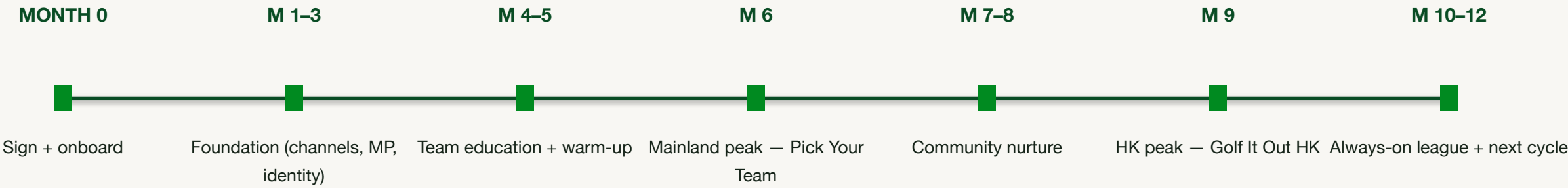
■ Account Director	0.5 FTE
■ Strategy Director	0.5 FTE
■ Creative Director	0.4 FTE
■ Mini Program Tech Lead	0.6 FTE
■ Social Ops Lead (×2 MN/HK)	2.0 FTE
■ KOL/Community Lead	0.7 FTE
■ Producer (video/photo)	0.6 FTE
■ Data + reporting	0.4 FTE

GOVERNANCE & RACI

CADENCE	WHO	PURPOSE
Weekly status	Pod + LIV PM	Sprint check + risks
Bi-weekly creative	ECD + LIV brand	Idea + asset reviews
Monthly perf	Strat + LIV CMO	KPIs + optimisation
Quarterly business	AD + LIV exec	Scope + budget + roadmap
Crisis (24h)	AD + LIV legal/PR	Issue triage + decisions

EXCLUSIONS — TICKETING, ECOMMERCE, OFFLINE EVENT PRODUCTION. · DEPENDENCIES — LIV DATA FEED, RIGHTS.

CONTRACT TO HK CLIMAX.



THREE TIERS. ONE LEAGUE TO BUILD.

Annual fees. Paid media planned separately by launch ambition. Indicative; firmed at SOW.

LEAN LAUNCH

RMB 3.0 – 4.0M

Strategy + 2 core social channels.
Light KOC seeding.
MP info hub.
Monthly reporting.

RECOMMENDED

PICK

RMB 6.5 – 9.5M

Full strategy + WeChat / Douyin / RED / Weibo.
MP w/ team selector + fan cards + CRM.
2 hero campaigns + KOL waves.
Event-period content support.

HERO LAUNCH

RMB 11 – 15M

Recommended + higher-volume video.
Larger KOL partnerships.
HK on-ground production team.
Live event content + enhanced MP.

LINE-ITEM BUILD-UP.

LINE ITEM	WHAT'S INCLUDED	RMB (000)
Strategy & planning	Senior strategy, annual planning, measurement	700 – 1,000K
Content operations	WeChat OA + Channels + Douyin + RED + Weibo + B站	1,600 – 2,100K
Vertical video studio	Dedicated Douyin/RED shoot cell, vertical at scale	300 – 500K
Mini Program build + maint.	IA, UX/UI, team selector, fan card, CRM, hosting	800 – 1,150K
KOL/KOC management fee	Tier mapping, briefing, coord. (talent pass-thru sep)	500 – 750K
Paid media mgmt + OTT/CTV	8–12% of spend + Tencent/Migu/iQiyi planning	650 – 1,050K
Production	Hero film, key visuals, motion, photo	800 – 1,300K
Event support (IS + LIV HK)	Pre / live / post coverage, on-the-ground	700 – 1,000K
Compliance & moderation	PIPL DPO, IP review, 24/7 moderation, SC/TC QA	500 – 800K
Private domain ops	WeCom super-fan groups, T1 customer journeys	200 – 400K
Reporting & optimization	Monthly + quarterly review + AI tooling	250 – 450K
Tech pass-through	Tencent Cloud, SMS/auth, WeCom, AI subs	120 – 200K
TOTAL (ANNUAL)	Agency fees only. Adds up to Recommended tier RMB 6.5–9.5M.	6,500 – 9,500
+ KOL TALENT PASS-THROUGH	Itemised separately, not agency margin	3,000 – 5,500

Ranges in RMB thousands. Agency fees only. Excludes paid media spend, KOL talent and tech pass-through. Benchmarked against China agency rate cards (R3, Campaign Asia, Hashmeta, Mr Discovery 2025).

THE GREATER CHINA DIGITAL PARTNER LIV NEEDS.

- FRENCH-FOUNDED, APAC-NATIVE
- CHINA SOCIAL DNA
- MP + CRM PRACTICE
- REFERENCE WORK
- LAUNCH-POD MODEL

Founded 2008. Offices: Paris HQ + Shanghai + Hong Kong + Singapore + Mumbai + Dubai.

Engaging China audiences since 2011 — WeChat-first practice older than the platform's market dominance.

End-to-end Mini Program: IA, UX/UI, leaderboard integration, PIPL hosting, CRM.

Public case: “Traveling The World for Air France.” 3 China cases shared at next session.

Senior strategy lead + dedicated pod across Mainland and HK — not a junior team.

REFERENCE WORK — 3 CASES READY FOR NEXT SESSION

AIR FRANCE

Global digital · WeChat · “Travelling The World” campaign

LVMH

Luxury portfolio · China · WeChat + RED activation (NDA)

HERMÈS

Brand storytelling · WeChat · Mini Program + CRM (NDA)

THE ASK

RECOMMENDED TIER.
SIGN-OFF IN 30 DAYS.
MAINLAND LAUNCH NOV 5.

WEEK-BY-WEEK FROM TODAY

「W1 SIGN MSA + SCOPE LOCK AD + LIV procurement	「W2 POD ONBOARDING + KRDS CASES Strategy + creative leads	「W3 MP TECHNICAL KICKOFF Tech lead + LIV API team	「W4 PHASE 1 PLAN LOCKED Full pod live
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WHY RECOMMENDED, NOT LEAN

Lean underdelivers on MP, KOL pod, and HK launch — Recommended is the floor for a credible Greater China launch.

DECISION GATE — RECOMMENDED TIER COMMITMENT BY [DATE] · PHASE 1 GO-LIVE 90 DAYS LATER.

— ONE MORE THING

**DON'T LAUNCH A
GOLF EVENT.**

**LAUNCH A TEAM LEAGUE
CHINESE AUDIENCES CAN
BACK, FOLLOW, AND
RALLY BEHIND.**

GOLF IT OUT · 一杆见真章

