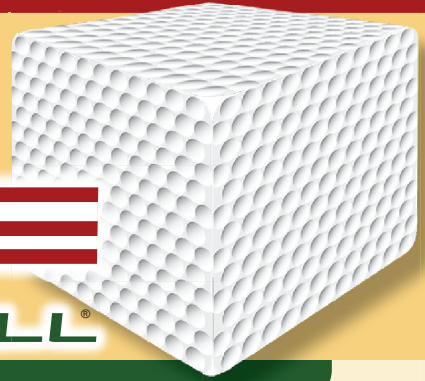


THE

SQUARE

GOLF BALL



December 19, 2014

Golf In The Winter?

The Square Golf Ball is a novelty item suitable for all seasons. Gifts are given every day of the year, but depending on what region of the country you live in, actually thinking about golf is pretty much back burner during the winter months. (Just don't say that to those golfers in Hawaii, Florida or Arizona!) So in this off-season where golfing is not the number one thought, we need to keep golf and this excellent golf novelty item in front of people. There is a reason why car dealers advertise all year round. They know their ad won't motivate someone who doesn't need a car, to go buy one. But, the idea is planted that when someone does need a car, hopefully they'll consider that dealer who is always advertising. Same with The Square Golf Ball. You might think this is the neatest thing since the pet rock, but since you don't really need one now, you'll hopefully tuck our item away and think of us again when that or those events come up where this type of novelty gift would be ideal. And for companies who are always branding and promoting, there is no off-season. Each company has its' own budget calendar, and while the promotional budget for this quarter is probably exhausted, another quarter or window of opportunity is just around the corner. So not to worry if 2014 wasn't the year you bought your first Square Golf Ball, we'll be here when that need arises. Until then, happy holidays.

