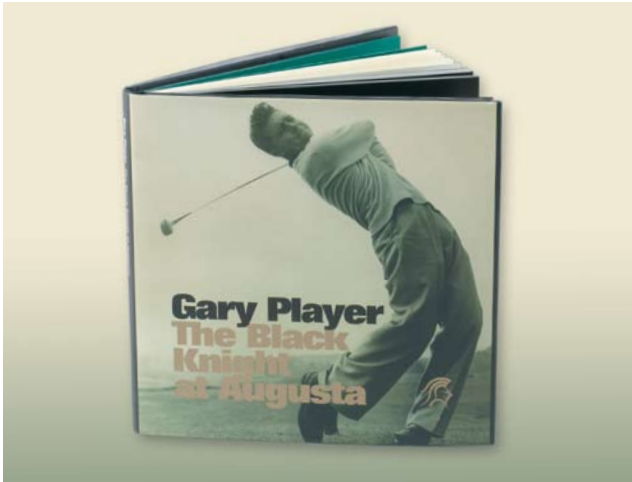




SAP - Limited Editions

Gary Player 50th Anniversary of The Masters Limited Edition signed book.



Most cuts made	
37, Jack Nicklaus	
30, Gary Player	
27, Raymond Floyd	
24, Ben Crenshaw	
23, Arnold Palmer	
23, Billy Casper	
23, Tom Watson (21 consecutive)	

Most starts:	
Total Starts	Players
50	Arnold Palmer
49	Doug Ford
49	Gary Player
45	Billy Casper
45	Jack Nicklaus
44	Sam Snead
42	Tommy Aaron
42	Raymond Floyd
40	Charles Coody
39	Gay Brewer
	Ben Crenshaw
	Ben Sarazen
	Tom Watson
	Craig Stadler
	Greg Allard Jr.

72 Holes	Less Than 72 Holes
25	25
17	32
30	18
23	22
37	8
31	15
21	21
27	15
16	17
12	24
12	17
20	23
	20
	15
	13



05	Foreword
07	Preface
11	50 years and counting
17	A lifetime of Masters memories
29	A stroll down Magnolia
36	Victories - 1961/1974
45	Augusta National course
85	Masters statistics

Objective

— Promote SAP Ambassador Gary Player's 50th Masters tournament. A legend in his own time and the most successful international golfer of all time.

Solution

- In association with Gary Player Enterprises in California, we designed and produced a limited edition book titled "The Black Knight at Augusta".
- The case bound book highlights his career over five decades. Containing previously unseen archive photography from his personal collection.
- Hole by hole illustrated guide written by Gary Player of The Augusta National.

Results

— Highly successful and effective initiative produced in collaboration with SAP.

We are Open™

For more information or to arrange a meeting, please call Al Kennedy on +44 (0)117 300 5200