

BMW appoints TRO for PGA Championship hospitality build

Marketing communications agency TRO has won a pitch to design, build and manage the hospitality units and BMW feature areas at this year's BMW PGA Championship, taking place at Wentworth from 22-25 May.

Following its acquisition in 2005 of the title sponsorship of the European Tour's flagship event, the PGA Championship, BMW has progressively stamped its mark on the tournament, with the aim of providing spectators with a continuous brand experience. TRO was also appointed design and build agency for the project in 2005, 06 and 07.

Amanda Jones of BMW (UK) commented "TRO's proven track record in creating outdoor facilities and events, together with their willingness to adapt to changing requirements, has won the trust and confidence of the Championship's stakeholders over the last three years and will enable us to take the event to even higher standards in 2008."

The agency submitted proposals for a new-look environment, which will include an interactive public area with putting greens, miniature motorised yachts and motorsport simulators, as well as the usual product displays, hospitality offerings and BMW Drivers' Lounge.

The event objectives are to create a welcoming interactive space in the central area of the Championship's tented village, to offer special privileges for BMW owners and to make the brand visible and appealing to the general public.

Said TRO Account Director Sian Bates, "The features will visually convey BMW's involvement in Golfsport and Motorsport - as well as highlighting the company's EfficientDynamics engineering technologies, which are aimed at reducing vehicle weight, fuel consumption and emissions while increasing efficiency."

"We are creating a completely new look for the hospitality areas; juxtaposing architectural design with natural materials to reinforce BMW's EfficientDynamics philosophy and enhance the overall brand experience for all spectators", she added.