HI.

AaronUsiskin.com

USGA®

# U.S. OPEN CREATIVE CONCEPTS

# HERE'S WHAT WE'RE GOING TO COVER TODAY

# HERE'S WHAT WE'RE GOING TO COVER TODAY

THE ASK
OUR APPROACH
CONCEPT A: THE STORYLINE
CONCEPT B: THE EXPERIENCE
Q&A

# LET'S START WITH WHAT YOU ASKED US TO DO

**THE ASK**

**OUR APPROACH**

# LET'S START WITH WHAT YOU ASKED US TO DO

**THE ASK**

**OUR APPROACH**

# THE ASK

**DELIVER A NEW SET OF CREATIVE CONCEPTS FOR THE 2017 U.S. OPEN DIGITAL EXPERIENCE THAT PUSHES THE ENVELOPE FROM WHERE WE ARE TODAY**

# DELIVER A NEW SET OF CREATIVE CONCEPTS FOR THE 2017 U.S. OPEN DIGITAL EXPERIENCE THAT PUSHES THE ENVELOPE FROM WHERE WE ARE TODAY

## STORYTELLING VIA BOLD IMAGERY, DATA VISUALIZATION, AND RICH CONTENT

## ROBUST SCORING EXPERIENCE WITH FULLY INTEGRATED SCORECARD FEATURING STATS, HIGHLIGHTS, RELATED CONTENT, VIDEO PROMPTS, ETC.

## SOCIAL INTEGRATION / SOCIAL TREND EXPERIENCE

# THE ASK
OUR APPROACH

# NOW LET'S LOOK AT OUR APPROACH

THE ASK

OUR APPROACH

CONCEPT A: THE STORYLINE

# LET'S TALK ABOUT OUR TYPICAL DESIGN PROCESS

# FULL DESIGN ENGAGEMENT

STAKEHOLDER INTERVIEWS
USER INTERVIEWS
COMPETITIVE ANALYSIS
DATA ANALYSIS
CREATIVE BRAINSTORMING
HEAVY SKETCHING
RESEARCH
REQUIREMENTS GATHERING
UX DESIGN
CREATIVE DESIGN
PROTOTYPING
USER TESTING
TECHNICAL FEASIBILITY ANALYSIS
LEGAL / CONTRACTUAL ANALYSIS
COLLABORATION

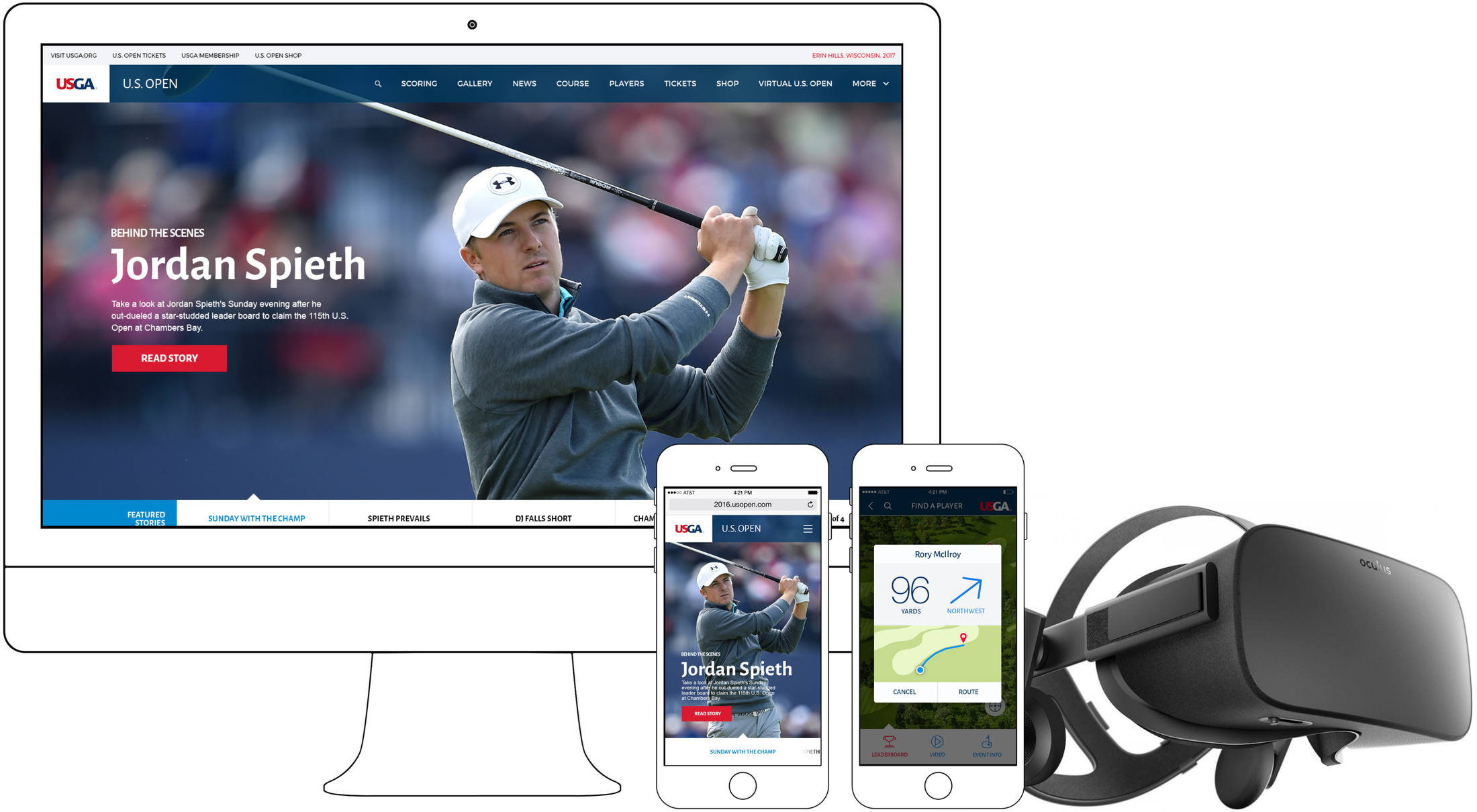
THIS EXERCISE

ONE WEEK

CREATIVE BRAINSTORMING
HEAVY SKETCHING

CREATIVE DESIGN

# BEFORE WE BEGIN, LET'S LOOK AT SOME QUICK CREATIVE CONCEPTS WE INCLUDED WITH OUR INITIAL RFP RESPONSE


VISIT USGA.ORG
U.S. OPEN TICKETS
USGA MEMBERSHIP
U.S. OPEN SHOP
ERIN HILLS, WISCONSIN, 2017
USGA
U.S. OPEN
SCORING
GALLERY
NEWS
COURSE
PLAYERS
TICKETS
SHOP
VIRTUAL U.S. OPEN
MORE
BEHIND THE SCENES
Jordan Spieth
Take a look at Jordan Spieth's Sunday evening after he out-dueled a star-studded leader board to claim the 115th U.S. Open at Chambers Bay.
READ STORY
FEATURED STORIES
SUNDAY WITH THE CHAMP
SPIETH PREVAILS
DJ FALLS SHORT
of 4
AT&T
4:21 PM
2016.usopen.com
FIND A PLAYER
Rory McIlroy
96
YARDS
NORTHWEST
CANCEL
ROUTE
LEADERBOARD
VIDEO
EVENT INFO
oculus

# BUT FOR THIS REQUEST WE WERE ABLE TO PUSH THINGS A LITTLE FURTHER

# TO HELP FOCUS OUR EFFORT, WE CREATED A PERSONA TO TARGET:

# MEET STANLEY

PERSONA

# STANLEY MILLER

## LAWYER

$170,000 SALARY
15 YEARS OF EXPERIENCE AT VENERATED LAW FIRMS
IVY EDUCATED

## 37 YEARS OLD

AVID GOLF FAN. PLAYED IN HIGH SCHOOL AND COLLEGE. STILL PLAYS RECREATIONALLY WITH COLLEAGUES.

## TECH AFFINITY: MEDIUM

USES COMPUTER FOR EMAIL, WEB BROWSING, AND DOCUMENT CREATION IN THE OFFICE. USES COMPUTER, TABLET, AND SMARTPHONE FOR FANTASY SPORTS AND VIDEO STREAMING ENTERTAINMENT FOR LEISURE.

## BEHAVIOR

MODERATELY FAMILIARIZED WITH TECHNOLOGY THOUGH OFFICE WORK, FANTASY SPORTS, AND HIS CHILDREN. USES IT DAILY. KNOWS AND USES WEB SERVICES FOR INFORMATION AND STREAMING CONTENT LIKE SPORTS REPLAYS.

## GOALS

“I CAN ACCESS VERY DEEP CONTENT FROM OTHER SPORTS ON ALL OF MY DEVICES. I ENJOY THE U.S. OPEN AND I’D LOVE TO BE ABLE TO ENGAGE WITH IT ON THE SAME LEVEL.”

- QUICK ACCESS TO LEADERBOARD
- VIEW MISSED OR PREVIOUS BROADCASTS
- COMMUNICATE WITH FRIENDS / FANS

## CHALLENGES

HEAVY PROFESSIONAL RESPONSIBILITIES FORCE HIM TO ENGAGE WITH GOLF ON HIS SCHEDULE, NOT THE USGA’S.

WANTS A MOBILE SOLUTION FOR ENGAGING WITH THE EVENT.

WANTS IMMEDIATE UPDATES ON EXCITING NEWS.

# OUR APPROACH

# LET'S LOOK AT OUR FIRST CONCEPT

OUR APPROACH

CONCEPT A: THE STORYLINE

CONCEPT B: THE EXPERIENCE

# THE STORYLINE

SOCIAL

PM

GA
Open2017

worthy facts on Jordan
n's performance so far.
itter.com/agnHH1TQgK
1 - 17 Jun 2017
255 228

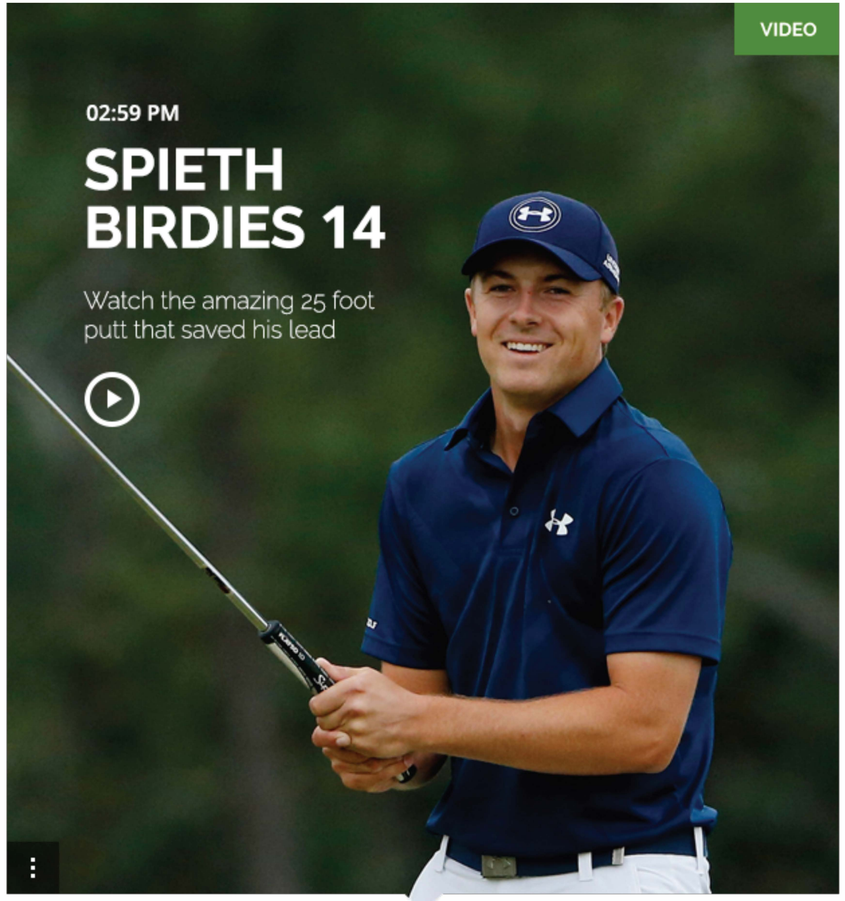
outdrove the pack on
th hole by 20 yards.
itter.com/adhSj3TJJx
1 - 17 Jun 2017
255 228

VIDEO

02:59 PM

## SPIETH BIRDIES 14

Watch the amazing 25 foot putt that saved his lead



SPONSOR

ROLEX

Timeline Provided by Rolex

ROLEX.COM >

03:30 PM LIVE

## LEADERBOARD

SEE FULL LEADERBOARD >

| FAV | POS | NAME | TO PAR | THRU |
|---|---|---|---|---|
| ★ | 1 | Jordan Spieth | -5 | 14 |
| ☆ | T2 | Louis Oosthuizen | -4 | 14 |
| ☆ | T2 | Dustin Johnson | -4 | 13 |

02:51 PM | 02:59 PM | 03:09 PM | LIVE

ROLEX TIMELINE

THURSDAY | FRIDAY | SATURDAY | SUNDAY

6 AM 8 AM 10 AM 2 PM 4 PM 6 PM 8 PM 10 PM

255 228

outdrove the pack on
th hole by 20 yards.
itter.com/adhSj3TJJx
- 17 Jun 2017

255 228

Timeline Provided by Rolex

ROLEX.COM >

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THURSDAY | FRIDAY | SATURDAY | SUNDAY

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### USGA PARTNERS

AMERICAN EXPRESS

LEXUS

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### U.S. OPEN

TECHNOLOGY AT THE U.S. OPEN

SITE MAP

TERMS & CONDITIONS

PRIVACY POLICY

CONTACT US

VISIT USGA.ORG

### SCORING

LEADER BOARDS

GROUPINGS & STARTING TIMES

COURSE STATISTICS

PLAYER STATISTICS

### CHAMPIONSHIP INFO

KNOW BEFORE YOU GO

VIEWING SCHEDULE

USGA MEMBER CLUBHOUSE

COMMUNITY ACTIVITIES

### USGA MOBILE APPS

USGA U.S. OPEN — U.S. OPEN SMART PHONE

USGA U.S. OPEN — U.S. OPEN IPAD APP

USGA RULES — RULES OF GOLF APP

### JOIN THE CONVERSATION

SOCIAL

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worthy facts on Jordan
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itter.com/agnHH1TQgK
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02:51 PM | 02:59 PM | 03:09 PM | LIVE

SPONSOR

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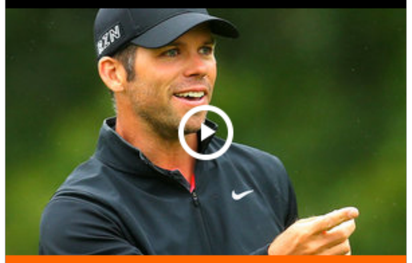
Timeline Provided by Rolex

ROLEX.COM >

LEXUS HIGHLIGHT



## CASEY EAGLES 8TH HOLE

37-year-old made eagle at No. 8 and opened the back nine with four birdies.

READ MORE >

Highlight Provided by Lexus

LEXUS.COM >

## LEADERBOARD

SEE FULL LEADERBOARD >

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|---|---|---|---|---|
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| ☆ | T2 | Louis Oosthuizen | -4 | 14 |
| ☆ | T2 | Dustin Johnson | -4 | 13 |

02:59 PM | 03:09 PM | 03:21 PM | LIVE

ROLEX TIMELINE

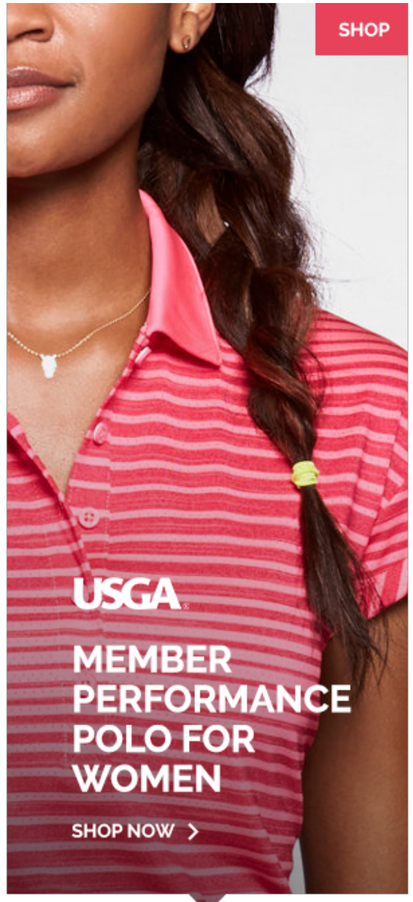
THURSDAY | FRIDAY | SATURDAY | SUNDAY

6 AM 8 AM 10 AM 2 PM 4 PM 6 PM 8 PM 10 PM

USGA | U.S. OPEN 2017
ERIN HILLS, ERIN, WIS. JUN 15-18

TIMELINE QUALIFYING SCORING COURSE PLAYERS CHAMPIONSHIP INFO TICKETS SHOP

FILTER FAVORITES HIGHLIGHTS BY LEXUS




SOCIAL

02:01 PM

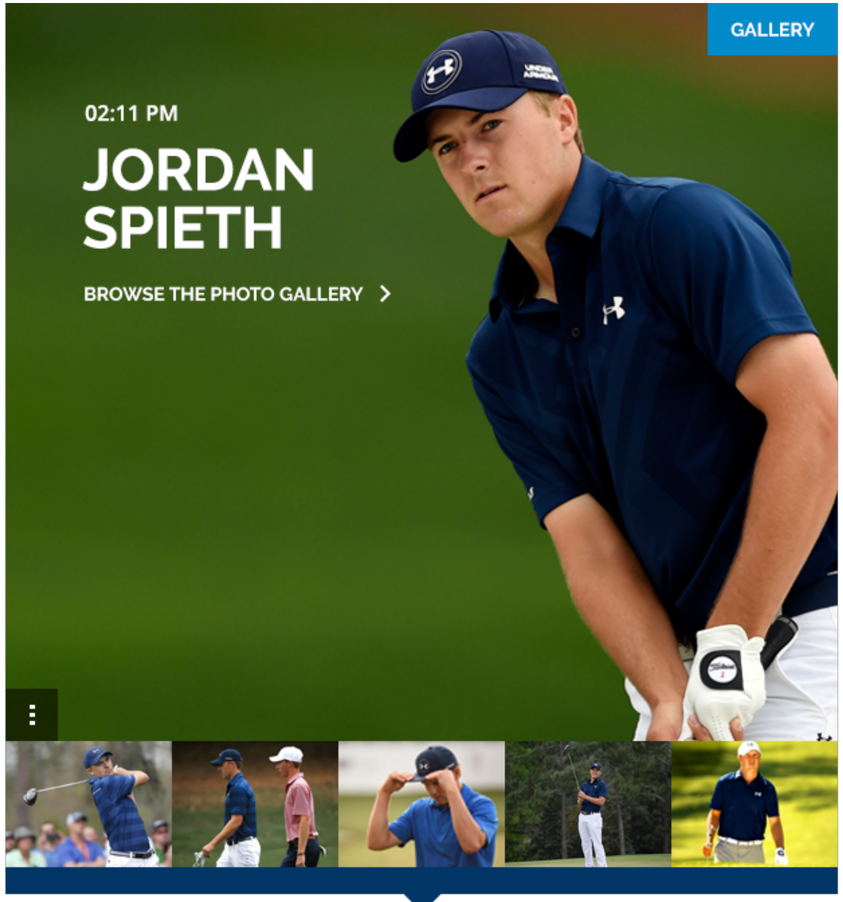
U.S. OPEN TWEET LEADERBOARD

@JordanSpieth
4.5K ▲

@Louis Oosthuizen
3.8K ▲

@Dustin Johnson
2.3K ▲

MORE >




SOCIAL

02:20 PM

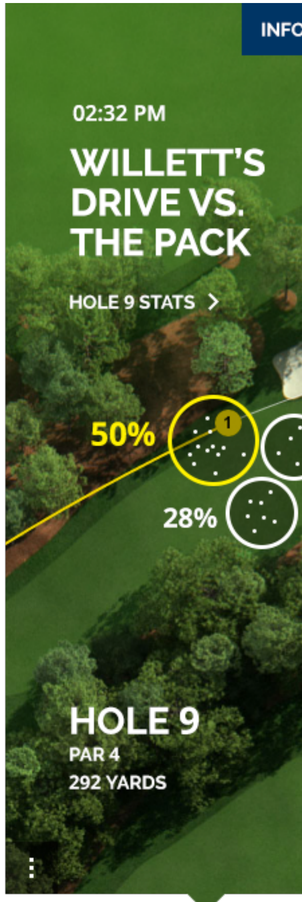
OVERVIEW

@JordanSpieth
245 ▲ 759
Mentions

@USOpen
1.5K ▲ 23%
Retweets

@RoryMcIlroy
25K ▲ 17%
Followers

MORE >

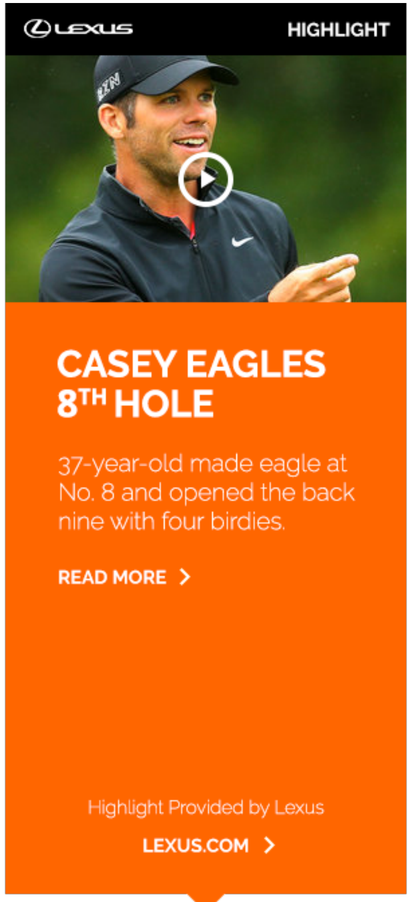


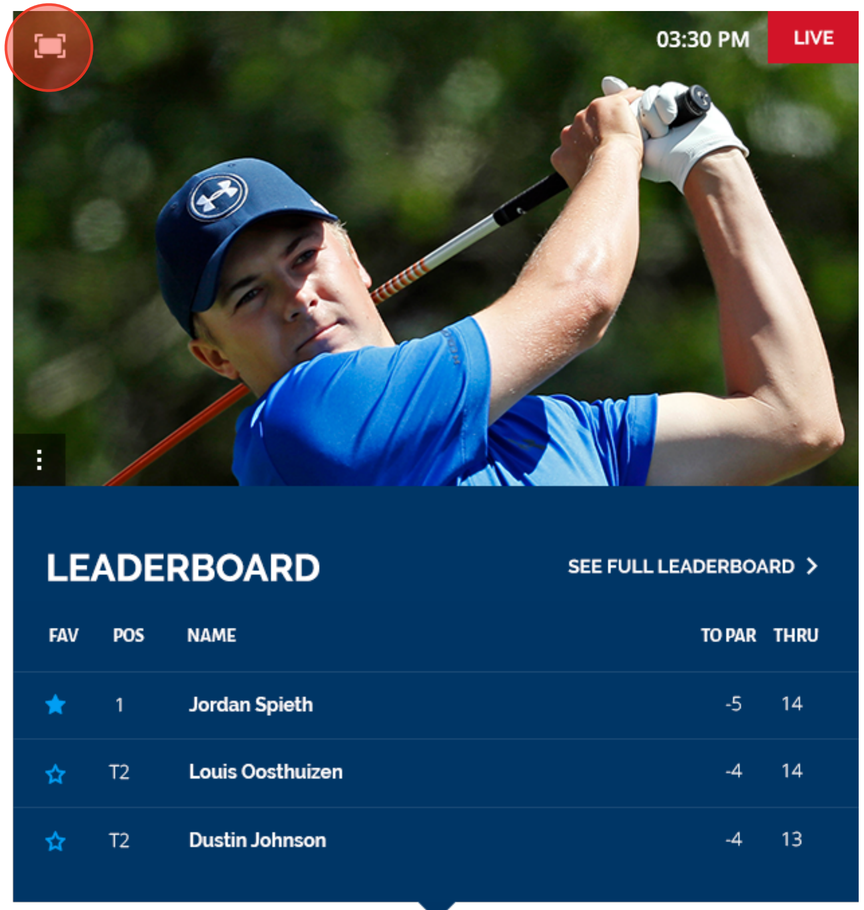

01:53 PM | 02:01 PM | 02:11 PM | 02:20 PM | 02:32 PM

ROLEX TIMELINE

THURSDAY | FRIDAY | SATURDAY | SUNDAY

6 AM 8 AM 10 AM 2 PM 4 PM 6 PM 8 PM 10 PM




02:59 PM | 03:09 PM | 03:21 PM | LIVE

ROLEX TIMELINE

THURSDAY | FRIDAY | SATURDAY | SUNDAY

6 AM 8 AM 10 AM 2 PM 4 PM 6 PM 8 PM 10 PM

LIVE
02:00/05:03

USGA | U.S. OPEN 2017
ERIN HILLS, ERIN, WIS. JUN 15-18

TIMELINE QUALIFYING SCORING COURSE PLAYERS CHAMPIONSHIP INFO TICKETS SHOP

FILTER FAVORITES HIGHLIGHTS BY LEXUS

VIDEO

9 PM

PIETH
IRDIES 14

ch the amazing 25 foot
that saved his lead

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Timeline Provided by Rolex

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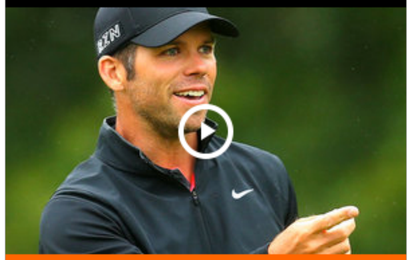
LEXUS HIGHLIGHT



CASEY EAGLES
8TH HOLE

37-year-old made eagle at No. 8 and opened the back nine with four birdies.

READ MORE >

Highlight Provided by Lexus

LEXUS.COM >

LEADERBOARD

SEE FULL LEADERBOARD >

| FAV | POS | NAME | TO PAR | THRU |
|---|---|---|---|---|
| ★ | 1 | Jordan Spieth | -5 | 14 |
| ☆ | T2 | Louis Oosthuizen | -4 | 14 |
| ☆ | T2 | Dustin Johnson | -4 | 13 |

02:59 PM | 03:09 PM | 03:21 PM | LIVE

ROLEX TIMELINE

THURSDAY | FRIDAY | SATURDAY | SUNDAY

6 AM 8 AM 10 AM 2 PM 4 PM 6 PM 8 PM 10 PM

## LEADERBOARD

SHOW ONLY FAVORITES

| FAV | POS | COUNTRY | NAME | TODAY | THRU | TOTAL | R1 | R2 | R3 | R4 | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ★ | 1 | | Jordan Spieth | -3 | 14 | -5 | 66 | 66 | | | 181 |
| ☆ | T2 | | Louis Oosthuizen | -2 | 14 | -4 | 67 | 66 | | | 181 |
| ★ | T2 | | Dustin Johnson | -4 | 13 | -4 | 66 | 67 | | | 180 |
| ☆ | T4 | | Danny Willett | -1 | 11 | -3 | 69 | 71 | | | 173 |
| ☆ | T4 | | Lee Westwood | -1 | 13 | -3 | 71 | 71 | | | 182 |
| ☆ | T4 | | Paul Casey | -2 | 6 | -3 | 66 | 72 | | | 139 |
| ☆ | 7 | | J.B. Holmes | -1 | 8 | -3 | 68 | 72 | | | 163 |
| ★ | T8 | | Matthew Fitzpatrick | -1 | 14 | -3 | 71 | 71 | | | 189 |
| ★ | T8 | | Soren Kjeldsen | -2 | 11 | -2 | 67 | 67 | | | 177 |
| ☆ | T8 | | Hideki Matsuyama | -2 | 10 | -2 | 69 | 70 | | | 141 |
| ☆ | T8 | | Daniel Berger | -1 | 9 | -1 | 68 | 68 | | | 141 |
| ☆ | 12 | | Jason Day | -1 | 8 | -1 | 74 | 71 | | | 142 |
| ☆ | 13 | | Rory McIlroy | -1 | 6 | -1 | 69 | 74 | | | 143 |

## DUSTIN JOHNSON ★

SCORECARD STATS PHOTOS & VIDEOS VIEW DUSTIN'S TIMELINE >

| ROUND | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | OUT | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | IN | PAR | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | (3) | (3) | 3 | 5 | 4 | [6] | (3) | 3 | (3) | 33 | 5 | (2) | (3) | 4 | 3 | (3) | (3) | [5] | 5 | 33 | -6 | 66 |
| 2 | 4 | (3) | [4] | (4) | 4 | 5 | 4 | 3 | (3) | 34 | (4) | 3 | 4 | (3) | 3 | 4 | 4 | 4 | (4) | 33 | -5 | 67 |
| 3 | 4 | (3) | 3 | (4) | 4 | 5 | (3) | 3 | 4 | 33 | (4) | 3 | (3) | 4 | | | | | | 14 | -5 | 47 |
| 4 | SUNDAY | | | | | | | | | | | | | | | | | | | | 4 | |
| PAR (72) | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 3 | 4 | 36 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 36 | 36 | 36 |

| 0 | 19 | 27 | 3 | 0 |
|---|---|---|---|---|
| EAGLES | BIRDIES | PARS | BOGEYS | D. BOGEYS + |
| Rank: T4 | Rank: T3 | Rank: 3 | Rank: 27 | Rank: T73 |

## LEADERBOARD

SHOW ONLY FAVORITES

| FAV | POS | COUNTRY | NAME | TODAY | THRU | TOTAL | R1 | R2 | R3 | R4 | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ★ | 1 | | Jordan Spieth | -3 | 14 | -5 | 66 | 66 | | | 181 |
| ☆ | T2 | | Louis Oosthuizen | -2 | 14 | -4 | 67 | 66 | | | 181 |
| ★ | T2 | | Dustin Johnson | -4 | 13 | -4 | 66 | 67 | | | 180 |
| ☆ | T4 | | Danny Willett | -1 | 11 | -3 | 69 | 71 | | | 173 |
| ☆ | T4 | | Lee Westwood | -1 | 13 | -3 | 71 | 71 | | | 182 |
| ☆ | T4 | | Paul Casey | -2 | 6 | -3 | 66 | 72 | | | 139 |
| ☆ | 7 | | J.B. Holmes | -1 | 8 | -3 | 68 | 72 | | | 163 |
| ★ | T8 | | Matthew Fitzpatrick | -1 | 14 | -3 | 71 | 71 | | | 189 |
| ★ | T8 | | Soren Kjeldsen | -2 | 11 | -2 | 67 | 67 | | | 177 |
| ☆ | T8 | | Hideki Matsuyama | -2 | 10 | -2 | 69 | 70 | | | 141 |
| ☆ | T8 | | Daniel Berger | -1 | 9 | -1 | 68 | 68 | | | 141 |
| ☆ | 12 | | Jason Day | -1 | 8 | -1 | 74 | 71 | | | 142 |
| ☆ | 13 | | Rory McIlroy | -1 | 6 | -1 | 69 | 74 | | | 143 |

## DUSTIN JOHNSON ★

SCORECARD | STATS | PHOTOS & VIDEOS | TIN'S TIMELINE >

| ROUND | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | OUT | 10 | 11 | 12 | | | | | | | IN | PAR | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | (3) | (3) | 3 | 5 | 4 | [6] | (3) | 3 | (3) | 33 | 5 | (2) | (3) | 4 | 3 | (3) | (3) | [5] | 5 | 33 | -6 | 66 |
| 2 | 4 | (3) | [4] | (4) | 4 | 5 | 4 | 3 | (3) | 34 | (4) | 3 | 4 | (3) | 3 | 4 | 4 | 4 | (4) | 33 | -5 | 67 |
| 3 | 4 | (3) | 3 | (4) | 4 | 5 | (3) | 3 | 4 | 33 | (4) | 3 | (3) | 4 | | | | | | 14 | -5 | 47 |
| 4 | SUNDAY | | | | | | | | | | | | | | | | | | | | 4 | |
| PAR (72) | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 3 | 4 | 36 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 36 | 36 | 36 |

| 0 | 19 | 27 | 3 | 0 |
|---|---|---|---|---|
| EAGLES | BIRDIES | PARS | BOGEYS | D. BOGEYS + |
| Rank: T4 | Rank: T3 | Rank: 3 | Rank: 27 | Rank: T73 |

## LEADERBOARD

SHOW ONLY FAVORITES

| FAV | POS | COUNTRY | NAME | TODAY | THRU | TOTAL | R1 | R2 | R3 | R4 | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|
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| ☆ | T2 | | Louis Oosthuizen | -2 | 14 | -4 | 67 | 66 | | | 181 |
| ★ | T2 | | Dustin Johnson | -4 | 13 | -4 | 66 | 67 | | | 180 |
| ☆ | T4 | | Danny Willett | -1 | 11 | -3 | 69 | 71 | | | 173 |
| ☆ | T4 | | Lee Westwood | -1 | 13 | -3 | 71 | 71 | | | 182 |
| ☆ | T4 | | Paul Casey | -2 | 6 | -3 | 66 | 72 | | | 139 |
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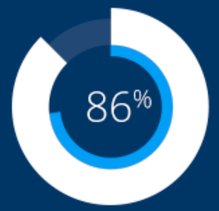
| ★ | T8 | | Matthew Fitzpatrick | -1 | 14 | -3 | 71 | 71 | | | 189 |
| ★ | T8 | | Soren Kjeldsen | -2 | 11 | -2 | 67 | 67 | | | 177 |
| ☆ | T8 | | Hideki Matsuyama | -2 | 10 | -2 | 69 | 70 | | | 141 |
| ☆ | T8 | | Daniel Berger | -1 | 9 | -1 | 68 | 68 | | | 141 |
| ☆ | 12 | | Jason Day | -1 | 8 | -1 | 74 | 71 | | | 142 |
| ☆ | 13 | | Rory McIlroy | -1 | 6 | -1 | 69 | 74 | | | 143 |

## DUSTIN JOHNSON ★

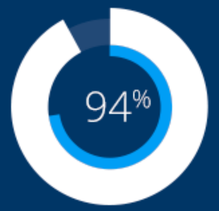
SCORECARD | STATS | PHOTOS & VIDEOS

VIEW DUSTIN'S TIMELINE >

ROUND 1 2 3 4 TOTAL




FAIRWAYS HIT 12/18
VS FIELD AVG. 71.43%




GREENS HIT 17/18
VS FIELD AVG. 71.78%

297Y
269Y

AVG. DRIVING DIST.
VS FIELD (#2)

1.72
1.81

AVG. PUTTS/HOLE
VS FIELD (#4)

GROUP: **2**

DATE OF BIRTH: **JUNE 22, 1984, (AGE 31)**

PLACE OF BIRTH: **COLUMBIA, SC, USA**

PRO SINCE: **2007**

MAJOR CHAMPIONSHIPS: **NONE**

LONGEST PUTT: **27 FEET**

LONGEST DRIVE: **386 YARDS**

LONGEST DRIVE HOLES WON: 3 12 6

CLOSEST TO THE PIN: **4 INCHES**

CLOSEST TO THE PIN HOLES WON: 4

## LEADERBOARD

SHOW ONLY FAVORITES

| FAV | POS | COUNTRY | NAME | TODAY | THRU | TOTAL | R1 | R2 | R3 | R4 | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|
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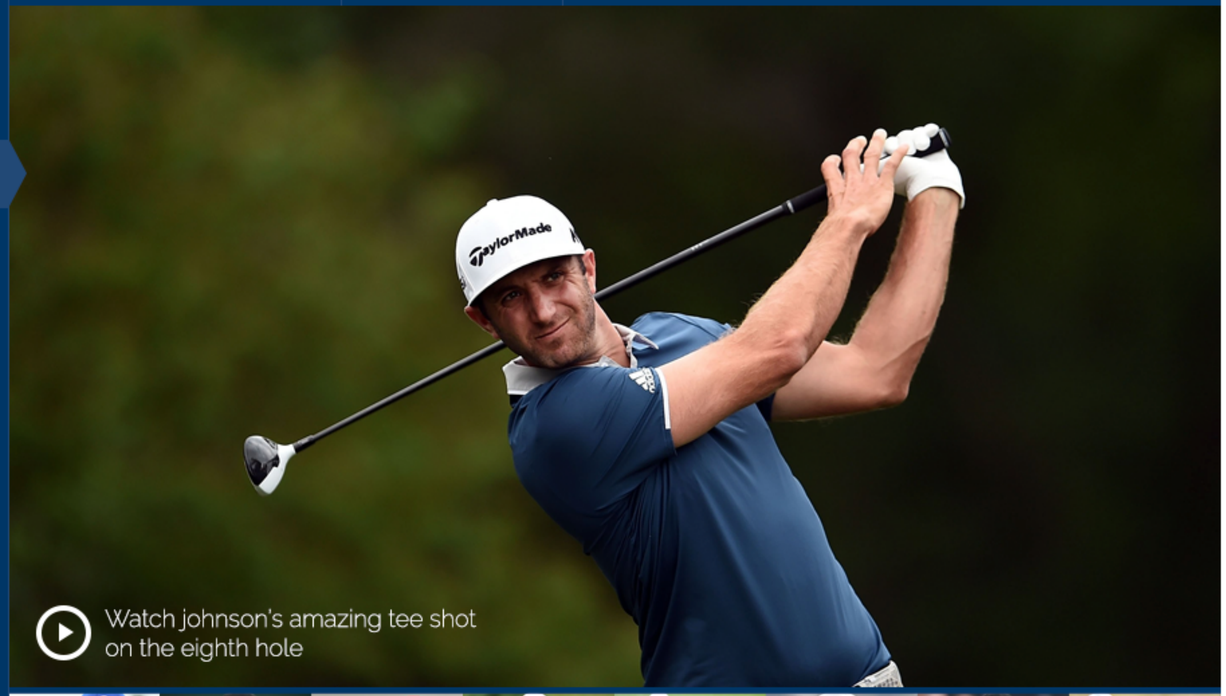
| ☆ | T2 | | Louis Oosthuizen | -2 | 14 | -4 | 67 | 66 | | | 181 |
| ★ | T2 | | Dustin Johnson | -4 | 13 | -4 | 66 | 67 | | | 180 |
| ☆ | T4 | | Danny Willett | -1 | 11 | -3 | 69 | 71 | | | 173 |
| ☆ | T4 | | Lee Westwood | -1 | 13 | -3 | 71 | 71 | | | 182 |
| ☆ | T4 | | Paul Casey | -2 | 6 | -3 | 66 | 72 | | | 139 |
| ☆ | 7 | | J.B. Holmes | -1 | 8 | -3 | 68 | 72 | | | 163 |
| ★ | T8 | | Matthew Fitzpatrick | -1 | 14 | -3 | 71 | 71 | | | 189 |
| ★ | T8 | | Soren Kjeldsen | -2 | 11 | -2 | 67 | 67 | | | 177 |
| ☆ | T8 | | Hideki Matsuyama | -2 | 10 | -2 | 69 | 70 | | | 141 |
| ☆ | T8 | | Daniel Berger | -1 | 9 | -1 | 68 | 68 | | | 141 |
| ☆ | 12 | | Jason Day | -1 | 8 | -1 | 74 | 71 | | | 142 |
| ☆ | 13 | | Rory McIlroy | -1 | 6 | -1 | 69 | 74 | | | 143 |

## DUSTIN JOHNSON ★

SCORECARD STATS PHOTOS & VIDEOS VIEW DUSTIN'S TIMELINE ›



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PIETH
IRDIES 14

ch the amazing 25 foot
that saved his lead

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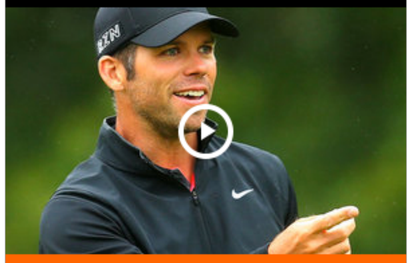

CASEY EAGLES
8TH HOLE

37-year-old made eagle at No. 8 and opened the back nine with four birdies.

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LEADERBOARD

SEE FULL LEADERBOARD >

| FAV | POS | NAME | TO PAR | THRU |
|---|---|---|---|---|
| ★ | 1 | Jordan Spieth | -5 | 14 |
| ☆ | T2 | Louis Oosthuizen | -4 | 14 |
| ☆ | T2 | Dustin Johnson | -4 | 13 |

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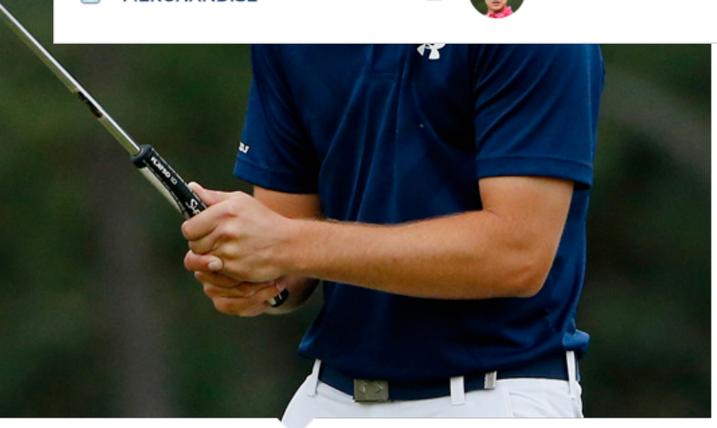

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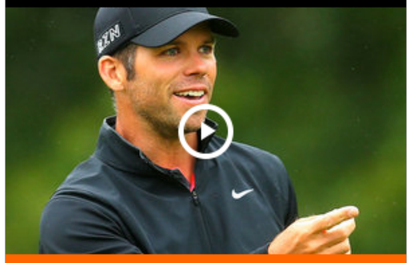

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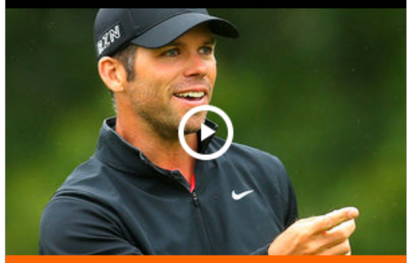

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Noteworthy facts on Jordan Spieth's performance so far. pic.twitter.com/agnHH1TQgK

3:19 PM - 17 Jun 2017

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Casey outdrove the pack on the 14th hole by 20 yards. pic.twitter.com/adhSj3TJJx

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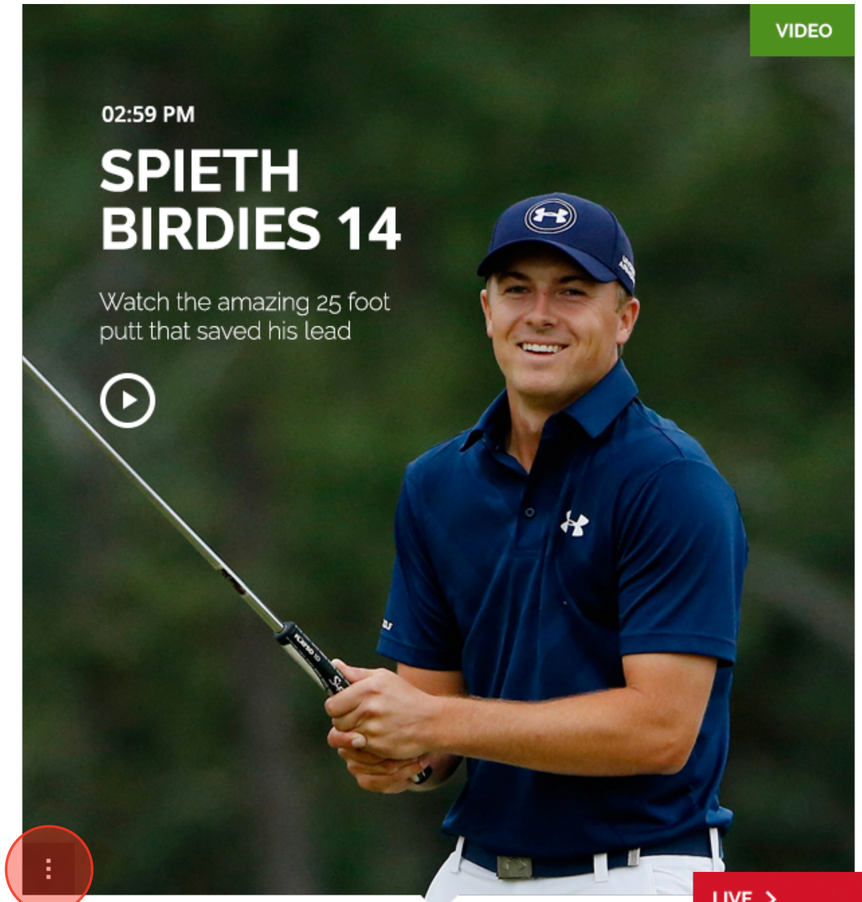

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STORY

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VIDEO

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## SPIETH BIRDIES 14

Watch the amazing 25 foot putt that saved his lead

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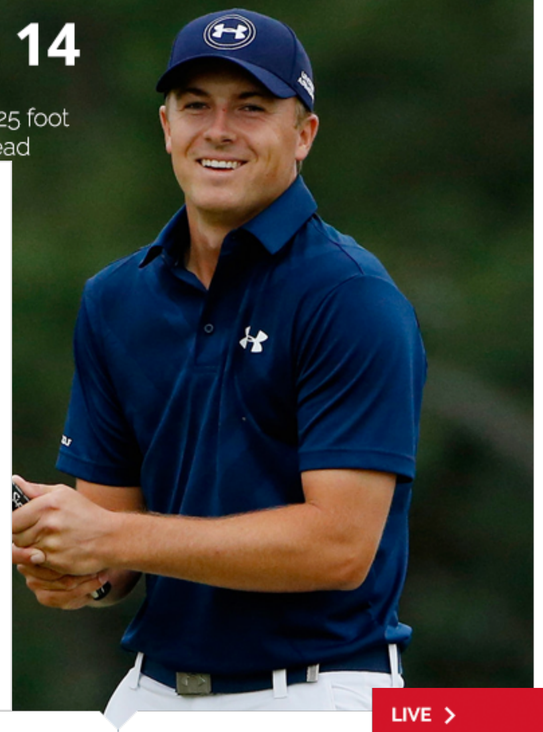

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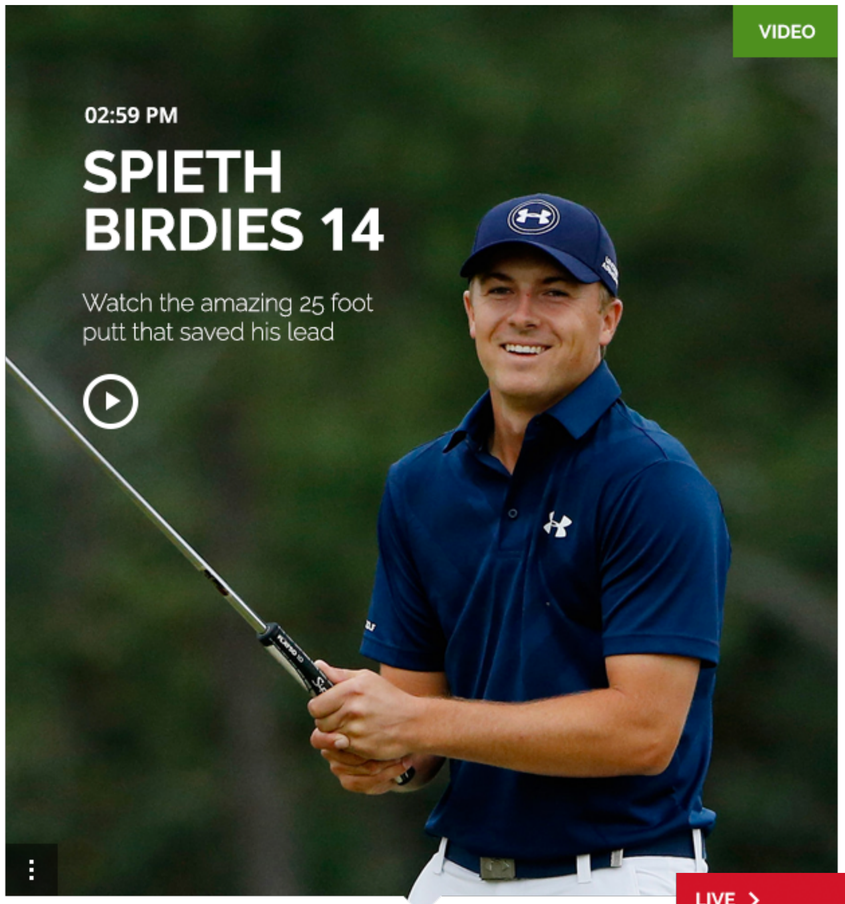

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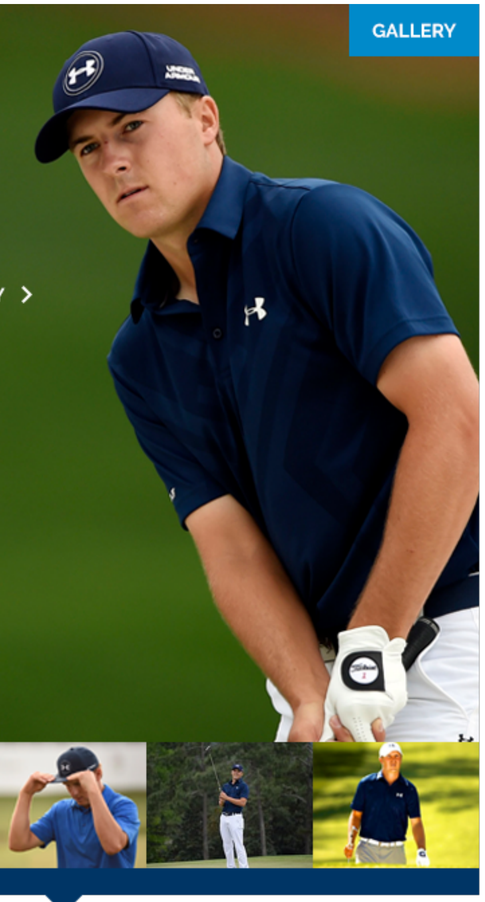

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@JordanSpieth
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Mentions

@USOpen
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@RoryMcIlroy
25K ▲ 17%
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INFOGRAPHIC

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WILLETT'S DRIVE VS. THE PACK

HOLE 9 STATS >

HOLE 9
PAR 4
292 YARDS

STORY

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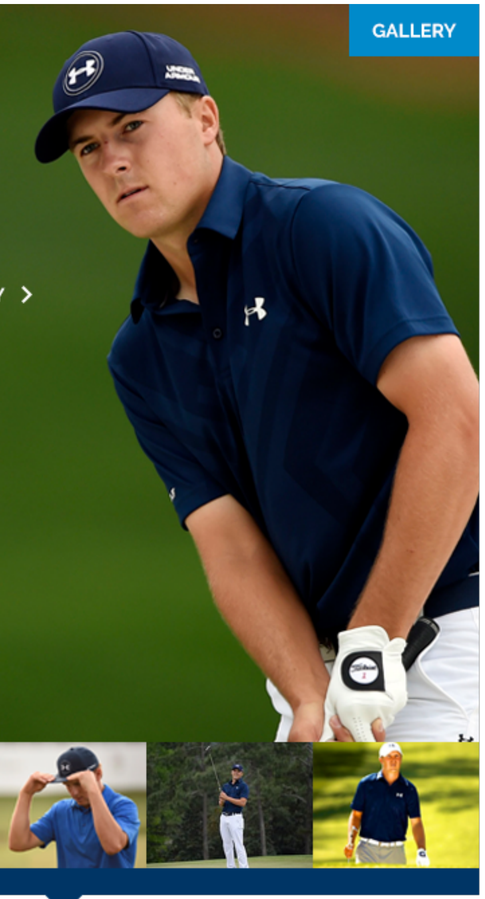

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INFOGRAPHIC

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WILLETT'S DRIVE VS. THE PACK

HOLE 9 STATS >

50% 22% 28%

HOLE 9
PAR 4
292 YARDS

INFOGRAPHIC

HOLE 9 STATS
AVERAGE SCORE: 3.8

93% FAIRWAYS IN REGULATION

76% GREENS IN REGULATION

DRIVES
Average Drive: 340 Yards
Longest Drive: 372 Yards
JORDAN SPIETH

PUTTS
Average Putts: 1.3
Longest Putt: 25 Feet
RORY MCILROY

PERFORMANCE

| PLAYER | R1 | R2 | R3 | R4 | AVG |
|---|---|---|---|---|---|
| JORDAN SPIETH | 3 | 3 | 4 | 5 | 3.75 |
| RORY MCILROY | 4 | 4 | 4 | 3 | 3.74 |
| DANNY WILLETT | 4 | 4 | 3 | 3 | 3.75 |

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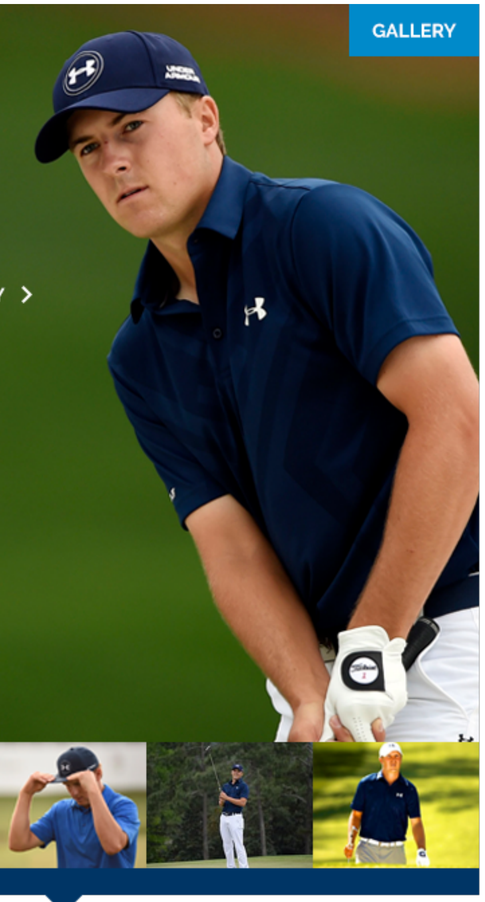

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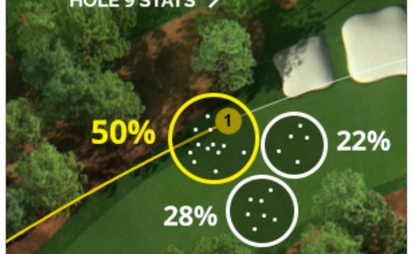


HOLE 9
PAR 4
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STORY

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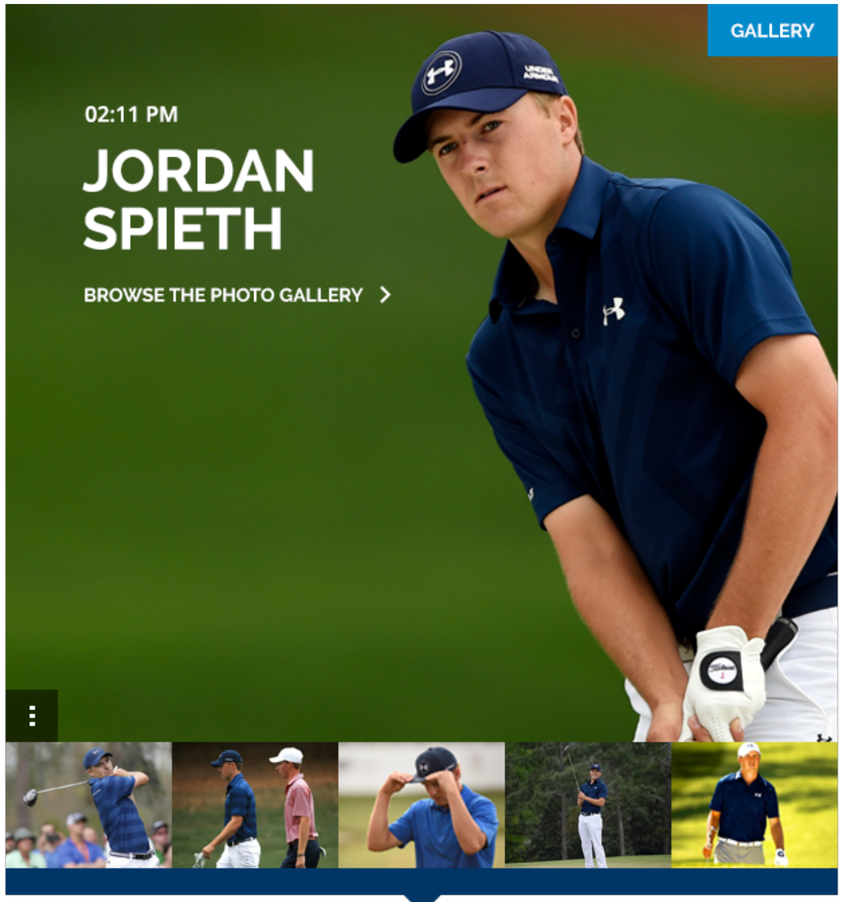
U.S. OPEN TWEET LEADERBOARD

@JordanSpieth
4.5K

@Louis Oosthuizen
3.8K

@Dustin Johnson
2.3K

MORE >

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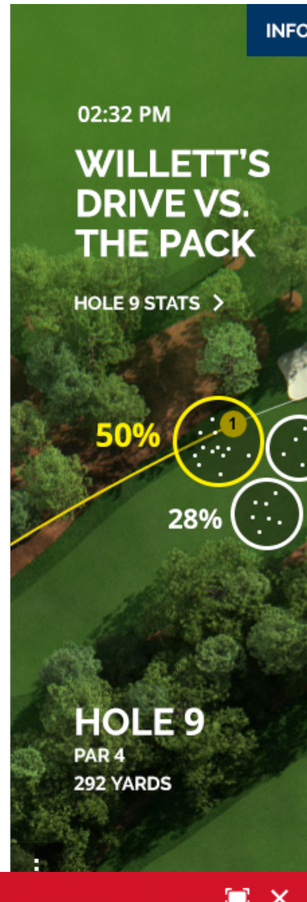


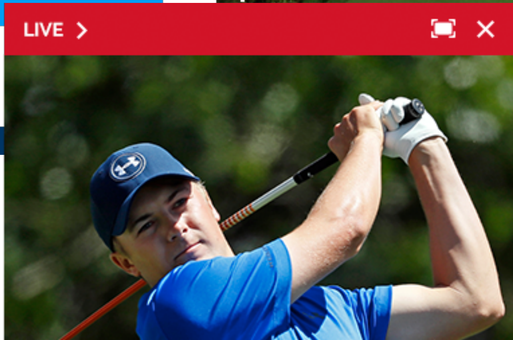


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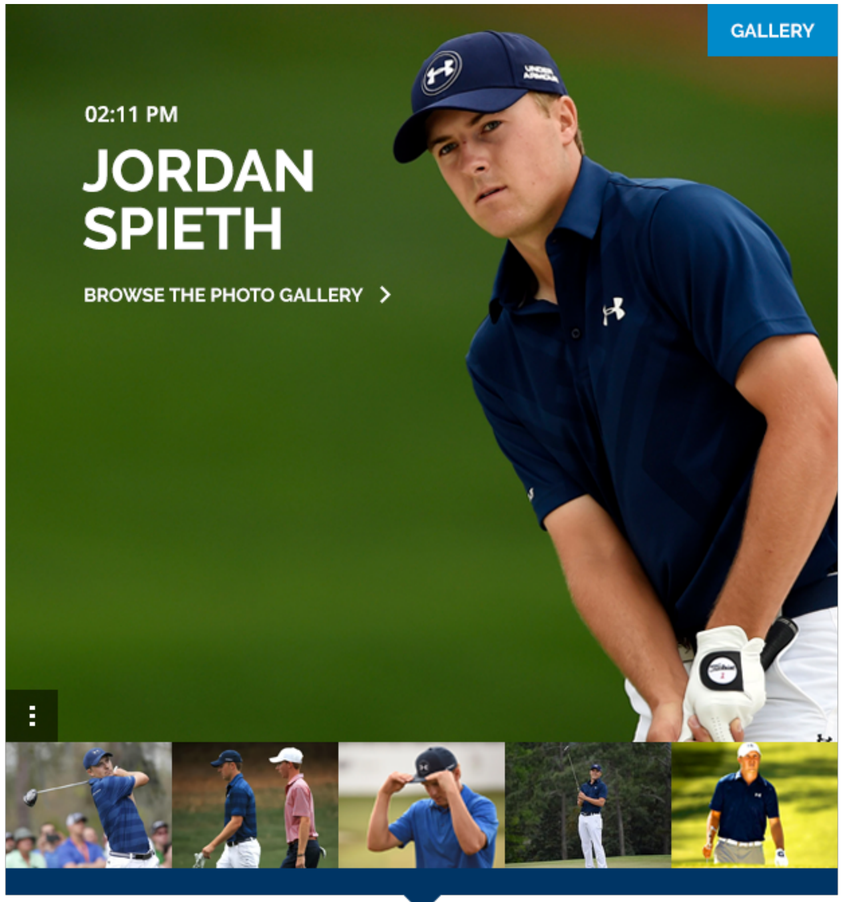


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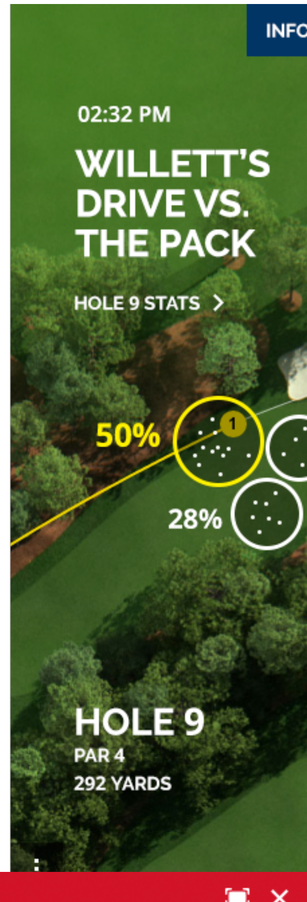


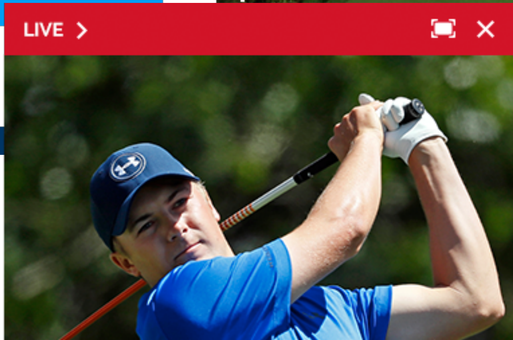


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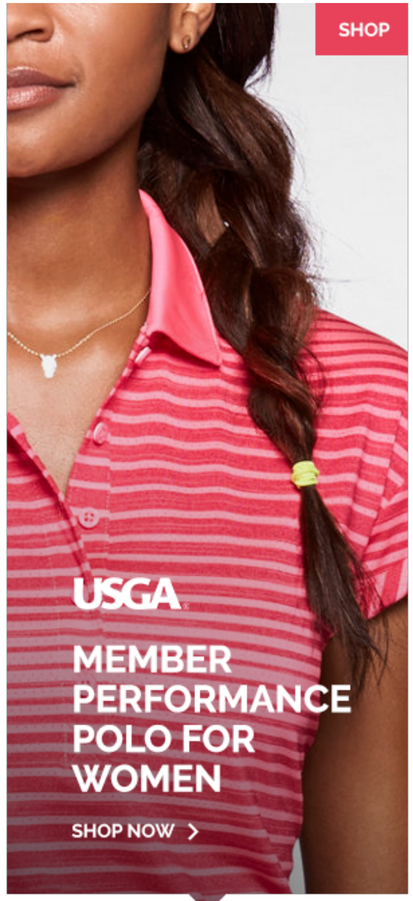


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U.S. OPEN TWEET LEADERBOARD

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4.5K

@Louis Oosthuizen
3.8K

@Dustin Johnson
2.3K

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@JordanSpieth
Jun 24 - jun31

Smylie Kaufman
@SmylieKaufman
1m

Unreal trip with the boys at Baker's Bay. Love competing in major championships. @JordanSpieth @RickieFowler @JustinThomas34

255 228

Pete Pappas
@PetePappas
1m

Jordan Spieth's trainer has a few exercises to help you improve your knee action. @JordanSpieth

255 228

GALLERY

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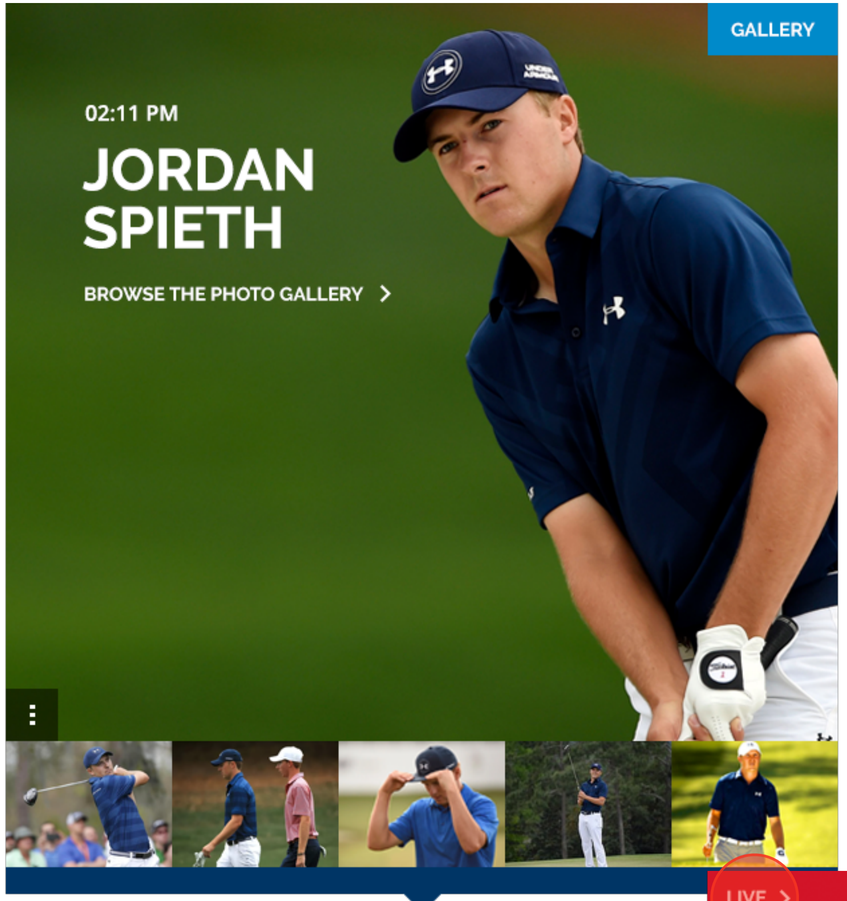
JORDAN SPIETH

BROWSE THE PHOTO GALLERY >



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PIETH

IRDIES 14

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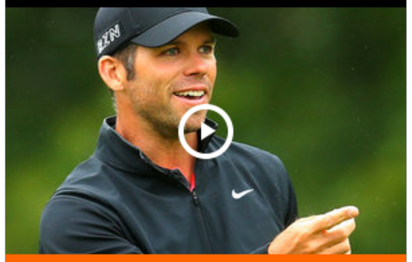

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READ MORE >

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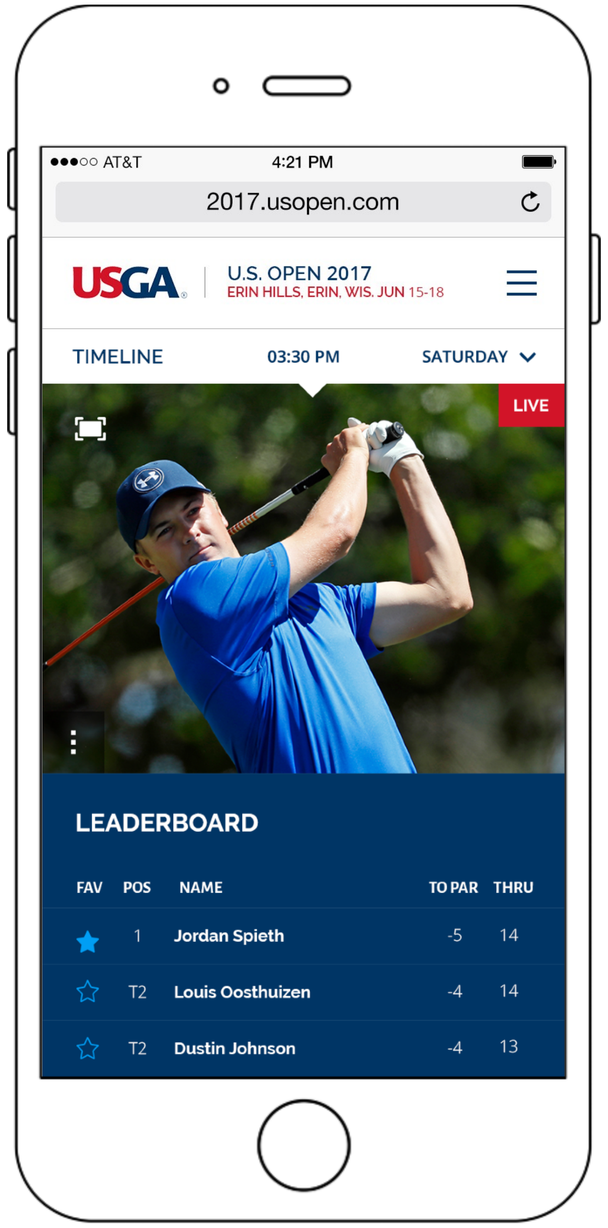
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LEADERBOARD
FAV POS NAME TO PAR THRU
1 Jordan Spieth -5 14
T2 Louis Oosthuizen -4 14
T2 Dustin Johnson -4 13

# CONCEPT A: THE STORYLINE

# NEXT, LET'S DISCUSS
# OUR SECOND, HIGH LEVEL CONCEPT

CONCEPT A: THE STORYLINE

**CONCEPT B: THE EXPERIENCE**

Q&A

# THE EXPERIENCE

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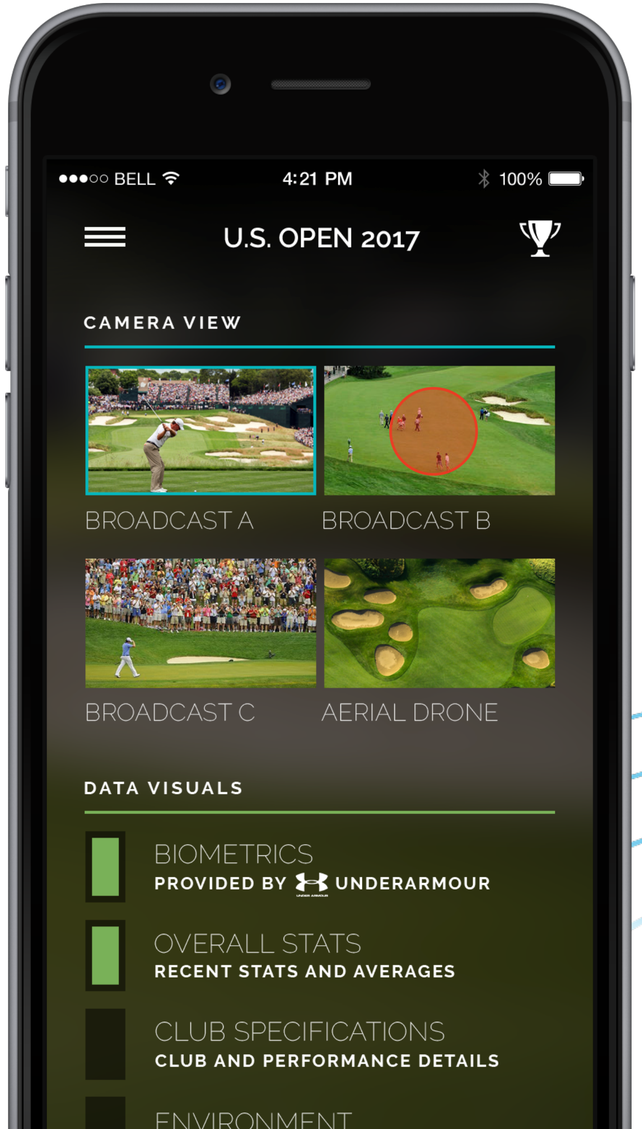

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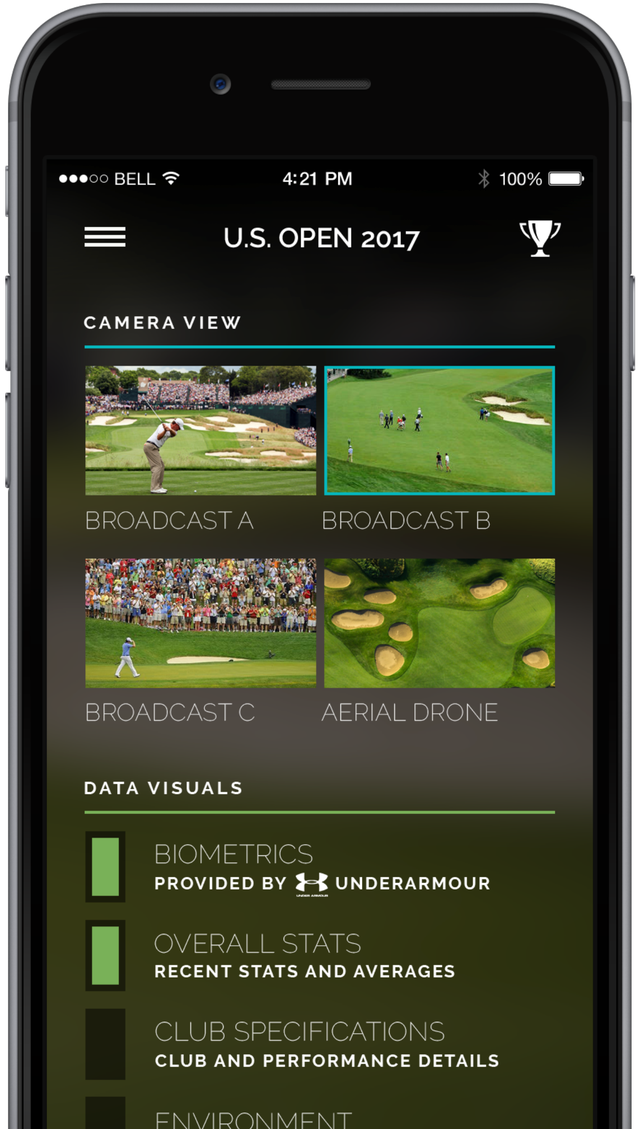


# USGA® MULTI-PLATFORM EXPERIENCE

# USGA® MULTI-PLATFORM EXPERIENCE

CONCEPT A: THE STORYLINE

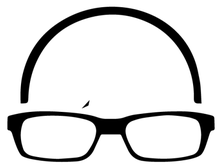
# CONCEPT B: THE EXPERIENCE

Q&A

# TIME FOR QUESTIONS & ANSWERS

CONCEPT B: THE EXPERIENCE

Q&A

# Q&A

# THANKS.