

UNGOLFERS

GOLFISTI A CASO

prime video

firetv

DOPE+

2025



WHAT IS UNGOLFERS?

UNGOLFERS is the first Italian TV series about golf, distributed on Prime Video through the DOPE+ channel. With a light and engaging tone, it tells the daily adventures of a group of friends who are very different from each other but united by their passion for golf. Not just sport, but friendship, laughter, personal challenges, and memorable moments..





WHY UNGOLFERS

UNGOLFERS



It's not just a simple series about golf. It's a slice of real life, where amateur golfers with very different characters and lifestyles face comical, competitive, and deeply human situations. All enriched by meetings with special guests and influencers who will share their experiences through their social channels and traditional media (radio, press, TV).



FORMAT

STRUCTURE FORMAT



Format: 8 episodes of 25 minutes each.
Content: a mix of authentic storytelling, vlogging, and golfing techniques, with a fun and dynamic approach. Each episode will feature a specific golf course and a special occasion, also involving celebrities and personalities.

TARGET



The series targets a very broad audience, from curious young people to business professionals passionate about golf. The objective is to make golf attractive, fun, and accessible, increasing engagement and participation in this sport.





EXPANSIVE VISIBILITY

Content will be promoted not only on Prime Video but also through the social and media channels of the influencers involved (radio, TV, blogs, and YouTube), generating exponential reach and natural virality.



PRIME VIDEO

DOPE+

Entertainment without compromise. On Prime Video and Fire TV from May 2025. DOPE+ is the major container where all viral activities carried out through various media converge. Each episode is published on the DOPE+ channel on Prime Video.



THE STRENGTHS OF UNGOLFERS

The extreme communicative innovation of the project makes it unique and a forerunner of what is the future of GOLF and everything that revolves around it.

Novelty and curiosity:

Many words and false myths have been spent on the world of golf. Ungolfers comes in strong to break down all the false beliefs related to this sport and will attract media attention.

Protagonists:

The very unique, diverse, and authentic characteristics and personalities of the series' protagonists have the great potential to make viewers fall in love, just like in a Netflix series.

Target breadth:

Using language and direction aimed at everyday life, social scenes, fun, and the amazing landscapes of golf world travels, the target is very broad and varied, ranging from teenagers to passionate retirees.

Quality:

Each episode is produced with high quality standards, both in direction and editing, and offers authentic, dynamic, and engaging content.

Unique format:

There are no similar series about golf. No other series has ever told the story of golf in this ironic and engaging way, mixing reality, entertainment, and technical moments.

Amazon expansion:

Distribution on Prime Video and promotion on multiple platforms guarantee significant media coverage in a rapidly expanding trend.

SOME NUMBERS

The marketing evolution in golf that UNGOLFERS accomplishes is that of uniting the forces of multiple institutions and brands into a single reality, generating, for the first time, a project that leads in communication power in this reality that has never been exploited.



41 MILLION

monthly viewers through the ADV of Prime Video, Fire TV, and Amazon.com

50

locations visited among the best golf courses and unique destinations in Italy and worldwide to make viewers dream and take them where they have always wanted to go or relive emotions of places already visited.

200

media partners involved, including radio, TV, influencers, and sector press.

500

promotional content including clips, interviews, articles, and dedicated social posts, in addition to the advertising of Prime Video, Fire TV, and Amazon.com





COMMUNICATIVE FREEDOM

SPONSORSHIP



UNGOLFERS is a free and independent project, born from the desire to transmit positive messages and therefore maintains the faculty to insert sponsorships on textual, graphic, video, and audio content that appears on the site, on official videos, on published photographs, and on every kind of production officially created from the realization of the experiences.



BRAND ON VIDEOS

Each episode has a duration of 25 minutes and, in addition to being published on Prime Video (and related social media), is uploaded to all channels related to golf and the partners involved. As well as those of the various influencers and famous personalities practicing golf who are involved (e.g., Del Piero, Tony Effe, etc.)



POSSIBILITIES FOR BRAND POSITIONING



Single Event Brand:

At the beginning of each video, there is a graphic of the main sponsor of that specific experience. Duration of 5 seconds.



Video (product placement)

During the video, it is possible to insert product placement of products functional to the ongoing experience.



Six Brand Pack

5 seconds before the end, a graphic appears with the exposure of the 6 major official brands of the entire Ungolfers project.



SINGLE EVENT BRAND

At the beginning of each video, the main sponsor of that specific experience is present, and the graphic is integrated with the episode opening. The user's attention is at 100%, and the brand exposure duration is 5 seconds.





SIX PACK BRAND

5 seconds before the finale, each episode has a graphic panel with the exposure of 6 brand sponsors of the entire UNGOLFERS project. These brands can differ from the main sponsor of the single event and can be made with a graphic restyling in theme with UNGOLFERS.



92%

UNGOLFERS

% OF ATTENTION BEFORE THE END:

90%

% OF ATTENTION AT THE END: 52%

INTEREST WITH GRAPHIC RESTYLING:

95%

INTEREST WITH STANDARD GRAPHICS: 70%

63%

CLASSIC



PRODUCT PLACEMENT

During the production of the video, it is possible to insert products functional to the experience itself, such as: vehicles, tools, equipment, locations, and technical gear. It is also possible to insert elements not strictly related to the structural development of the video, but that are not impactful or misleading. This category can include: clothing, beverages, objects, footwear, clothing accessories, glasses, etc. In the case of functional products, the possibility of product exchange is contemplated; in the case of non-functional elements, it is necessary to refer to the price list. The advantage of Product Placement is that, in addition to the video, it exposes the brand in all possible photo services published on that specific experience.



THANK YOU FOR YOUR TIME

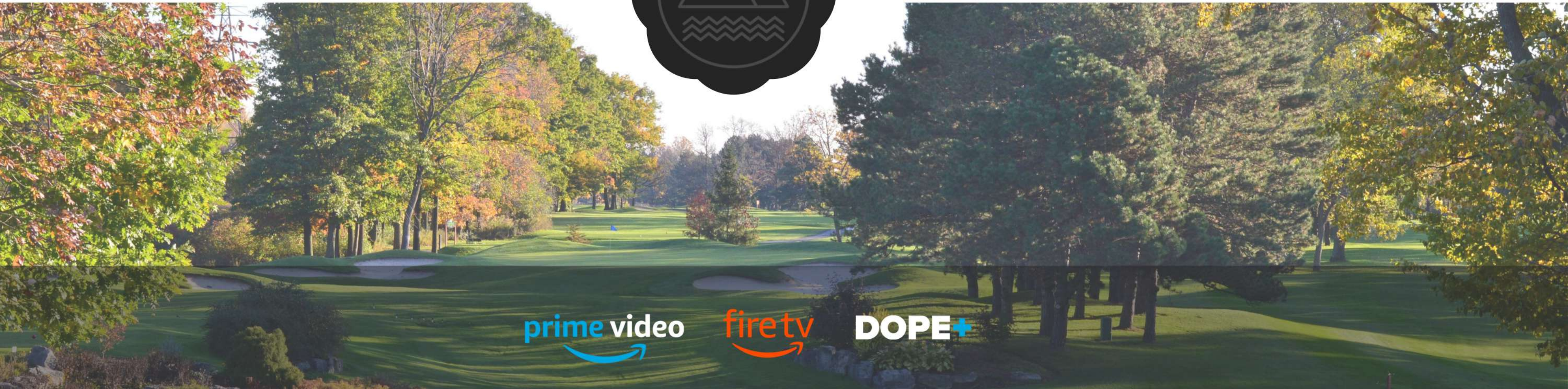
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"Ungolfers is a free project that arises from the ashes of television and stands gloriously among the shining constructions of the new On-demand TV and Web reality, skillfully mixing it with what still survives of old-school communication."

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Rolling Stone Magazine



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