

TITLEIST GOLF IRONS

Challenge

Titleist, an established industry leader in golf equipment and accessories, crafts its products to provide the best experience possible to today's professional and recreational golfers. By undertaking regular design research, the company ensures that its offerings remain the height of both technology and aesthetics. Looking to improve once more, Titleist executives approached frog to conduct a brand audit on their behalf, seeking to better understand the company's place in the market and the mind of the consumer. This renewed understanding would then be leveraged in the design of a new set of irons – one that would better reflect the identities of company and consumer alike.

Discover: The Form of Excellence

Our team spoke with industry executives and golfers of every skill level to identify the core attributes of the Titleist brand. We located three defining features, areas of expertise that set this company apart from its competitors: precision, performance, and heritage. We then crafted a new design language around each of these pillars for use in future product and service offerings. For the "Precision" line, we chose geometric shapes, pure materials, and intricate graphics to support the idea of mathematical accuracy of play. For the "Performance" line, we utilized muscular, organic forms, vital color accents, and dynamic graphics, giving the impression of bionic power and athleticism. And for the "Heritage" line, we crafted a language of retro-modern touches, crafted surfaces, and distinguished graphic design. All three embody the brand and have since been utilized in sets of irons.

Design: From Sketch to Steel

When we presented these design languages to Titleist, one of our preliminary sketches caught their eye. We were commissioned to create two lines of irons based upon this pencil sketch, one of our "Performance" demos. Every aspect of the build was considered in the making, then driven through a careful production process, so that each stroke can be the golfer's best. The resulting irons – the Forged 695MB and 695CB – feature a unique "Z-Muscle" shape that shifts weight from the back end of the club to create a greater sense of balance, improved maneuverability, and maximum shot control. The head is composed of a mild carbon steel, soft but durable. Together, the combined look and feel of these irons inspires confidence, letting the players know that Titleist technology is on their side.



ABOVE

The frog-designed irons inspire confidence by providing a greater sense of balance, improved maneuverability, and maximum shot control.

Deliver: Continued Performance

The design was so well-received that Titleist has since partnered with frog on four additional lines of irons: the Forged 755, the 775.CB, and two other sets currently under development. These later projects incorporate new, performance-enhancing materials and technologies to encourage the highest levels of play. Our designers employed the "Precision" language throughout these lines to bring the appearance up to speed with the technology.

Results

The reaction from Titleist has been exceedingly positive, as has the response from the consumers themselves. The irons have been picked up by golfers across the world, from amateurs to those on the pro circuit. Within play, our irons have consistently proven their worth: Arron Oberholser earned his victory in the PGA AT&T Pebble Beach National Pro-Am with the 755 irons, and both Adam Scott and Ernie Els used the 695MB at the Barclays Singapore Open, in which they took first and second places, respectively.