

## Keep Climbing

### Bringing to life the magic of Delta Air Lines' partnership with The 2021 Masters

Delta was into its third year of sponsoring one of the world's most iconic sporting events. To date, the brand had struggled to find a meaningful connection to the sponsorship through communications. Our brief was to address this challenge.

Our solution was to celebrate the shared commitment to constant improvement that drives both Delta and The Masters. However, we wanted to do this in a way that appeals to everyone, not just golf enthusiasts.

We created a 40" hero film featuring amateur golfers around the world, culminating with Delta Air Lines' sponsored golfer, Tony Finau, playing at the tournament. Tony himself is a symbol of constant improvement, as a child he used to practice his swing in his garage, hitting balls with his brother into a mattress while his dad was at work as a Delta Air Lines baggage handler.

Supported by a variety of films for use on TV

**IRIS**



and digital platforms, including 40", 30" and 15", the campaign ran in the US, UK, Korea, Japan and Mexico.

In the UK, we also created sponsorship idents for Sky Sports coverage of the tournament.

