

## THAT WAS THEN, THIS IS NOW:

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Geoff Ogilvy started the 2010 campaign with a win, just as he did in Hawaii last year, but there were some differences. He switched his equipment needs from Cobra to Titleist. It's a small point, especially since the two companies are owned by Fortune Brands along with FootJoy. However, the Aussie won using a new driver that he hadn't had for more than a couple of days and now it turns out its be relegated to the sidelines. "It's great, you win first week out with new stuff, especially a brand new driver. The driver is really the hardest one for us to change, and I changed to a brand new driver that week, Tuesday of Maui, and I won the tournament," Ogilvy remarked at the Waste Management Phoenix Open.

"I've actually got a different one than I used that week now. It's going really well, and I'm happy with every club in my bag now and really comfortable, like I've had the clubs in my bag for 100 years. I feel really comfortable and I can just go on with the rest of the year," he added. Maybe Tour pros are more like consumers than anyone realizes. They are constantly searching for an edge, which in some ways you can't blame them. There is an awful lot at stake...