

BB&T WOODLANDS CRAWPHISH FESTIVAL

Studio Brand created the digital campaigns and messaging necessary to reverse a local festival's years-long decline in attendance.

GOALS

- Grow brand awareness for a local, outdoor food festival and the charity it benefits
- Grow ticket sales among targeted demographic

APPROACH

- Designed and developed a user-friendly website with a mobile-first approach
- Executed targeted P.R., email, and social advertising campaigns to drive ticket sales

RESULTS

- 105.9% increase in ticket sales over 2017
- 162% increase in Instagram followers in 4 months
- 1,200+ Instagram engagements in 4 months
- 25% increase in Facebook followers in 4 months
- 23% average email open rate

THE CURRENT SITUATION

The BB&T Woodlands CrawPHish Festival (TWCF) is an annual, outdoor food festival raising money and awareness for the Pulmonary Hypertension Association. In late 2017, the festival was making preparations for its eighth iteration and realized that attendance had been slipping for years. Studio Brand was hired to deliver a major increase in ticket sales, brand awareness, and social media engagement for the established festival brand while also bringing attention to the fight against pulmonary hypertension.

THE SOLUTION

SB started with a fresh, exciting new logo for the event. Next, we turned our attention to the core digital presence of the festival: its website.

INDUSTRY: RESTAURANT AND HOSPITALITY

YEAR: 2018

SERVICE SCOPE BRAND DEVELOPMENT

PROJECT TEAM:

BRAND DEVELOPMENT · CONTENT MARKETING · SOCIAL MEDIA MARKETING ·
WEB DEVELOPMENT · INTERACTIVE MARKETING

Utilizing a mobile-first design, our creative team crafted a user-friendly hub for event information and ticket sales that could be easily updated by organizers. We then produced all of the marketing materials necessary to drive awareness and ticket sales, including an email marketing campaign, social media advertising campaign, P.R., event signage, sponsorship materials, streaming videos, and more.

PROJECT GOALS AND OBJECTIVES

Because the majority of online traffic to TWCF's website came from mobile users, SB proposed a mobile-first website design featuring the updated logo and brand guidelines we created for the festival. Our goal for the website was to ensure a smooth, easy experience for potential ticket buyers while educating users on the festival's mission and past success. Enabling users to purchase tickets without ever scrolling their mobile or desktop screens was a top priority. A strong email marketing campaign helped keep the festival top-of-mind with past attendees, and an influencer marketing campaign helped to dramatically grow its social media following and engagement.

MEASURE OF SUCCESS

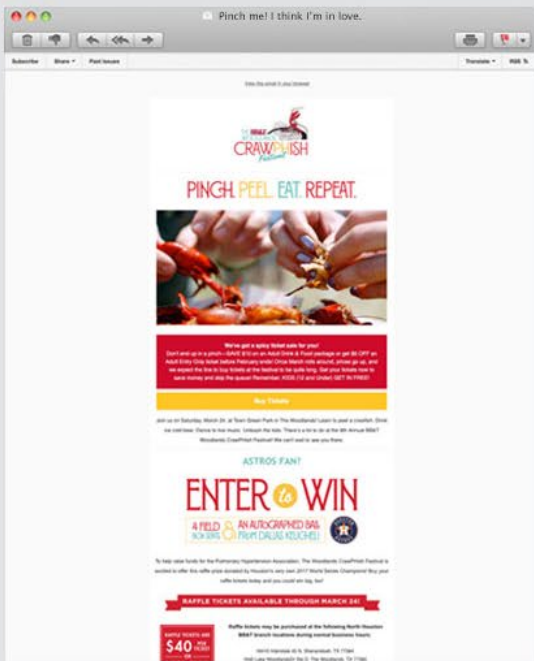
TWCF more than doubled its previous year's ticket sales with SB's help. Our agency helped expose the festival to new, targeted audiences as well as promote the event heavily to past attendees. Deploying bright, food-focused colors, engaging images, and consistent messaging, we elevated every metric of the festival's success, from brand awareness to site traffic to social media engagement to attendance.



People in Texas love crawfish, and it was a real joy to engage people with a delicious campaign for such a worthy cause.

— Nathan Smith, Content Director, Studio Brand





BRAND DEVELOPMENT: WEBSITE | DIRECT MAILER | EMAIL | SNAPCHAT FILTERS | BANNER