

# THE WOODLANDS BBQ FESTIVAL

Studio Brand provided the digital marketing and out-reach necessary to achieve a local food festival's most successful event to date.

## GOALS

- Generate brand awareness for a new, annual food festival and the charity it benefits
- Drive ticket sales among target demographics
- Ticket sales goal: 1,800

## APPROACH

- Designed a striking, user-friendly brand and mobile-responsive website
- Created effective P.R., email, and social media campaigns to drive awareness campaign

## RESULTS

- Sold-out event
- Tickets sold: 2,943
- 320% increase in ticket sales from previous year (700 sold)
- Pre-launch publicity in local publications
- 1,000+ PPC advertising clicks
- 212% increase in Facebook followers
- 21% increase in Instagram followers
- 176% increase in Instagram engagement
- 75% increase in Twitter followers
- 100% increase in newsletter click-through rate over list average

## THE CURRENT SITUATION

The Woodlands BBQ Festival (TWBBQF) is a new, annual outdoor event raising money and awareness for the Pulmonary Hypertension Association. Run by seasoned festival organizers, TWBBQF was entering its second year and looking for a big boost in brand awareness and revenues. Studio Brand was engaged to deliver a full-scope brand development campaign to build a brand that was enticing to BBQ fans, family-friendly, and authentically Texan while driving ticket sales and calling attention to the festival's pet cause.

INDUSTRY: RESTAURANT AND HOSPITALITY

YEAR: 2017

SERVICE SCOPE BRAND DEVELOPMENT

PROJECT TEAM:

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

## THE SOLUTION

SB provided a full suite of branding elements for the festival, including a new website, social media campaign, flyers, P.R. messaging, email blasts, and more. All of these elements had to convey the fun environment and delicious food offered by the festival while still keeping its mission of raising funds and awareness for PHA front and center. Studio Brand worked with the festival organizers to supply brand and marketing strategies, designs, and collateral necessary to raise the festival's profile and attendance.

## PROJECT GOALS AND OBJECTIVES

TWBBQF approved SB's proposal of a modern, mobile-responsive website after we proved that the majority of online traffic comes from mobile devices. The new site was designed to deliver an easy, frustration-free user experience highlighting TWBBQF's mission and offerings, especially for families. Site visitors were able to purchase tickets without ever scrolling their screens. Photography-focused social media and email marketing campaigns drew target consumers to the site. SB further spread the word with a social media influencers campaign and traditional media outreach.

## MEASURE OF SUCCESS

In its second year, TWBBQF sold out of tickets. The brand development and awareness work supplied by Studio Brand increased the festival's marketing reach considerably in a marketplace saturated with both barbecue and outdoor festivals, and even garnered positive online engagement from attendees. Through consistent outreach, SB helped build the brand's social and email contact lists, setting up TWBBQF for an even larger campaign the following year.



Helping people who suffer from pulmonary hypertension by executing our client's first sold out event was the most gratifying part of this campaign.

— Leila Dehghan, Digital Community Manager, Studio Brand



