

BUD'S BBQ

Studio Brand led the brand launch of a new barbecue restaurant in Houston's high-profile Avenidas District, from the creation of a logo to the grand opening event.

GOALS

- Generate brand awareness for a new restaurant in a high-profile location
- Create all collateral necessary for Super Bowl grand opening

APPROACH

- Created a strong, historical brand
- Mobile-responsive website
- Designed a digital press kit and direct mail campaign

RESULTS

- Successful Super Bowl brand launch
- Pre-launch publicity in local food publications
- Direct mail offer widely redeemed
- 3,800% increase in Facebook fans
- 564% increase in Twitter followers
- 1,320% increase in Instagram followers

THE CURRENT SITUATION

Bud's BBQ is a new concept opened by a seasoned hospitality group in Downtown Houston's Avenidas District, adjacent to the George R. Brown Convention Center. As part of its lease agreement, Bud's had the additional challenge of opening on a shortened time frame in order to coincide with Super Bowl LI in Houston. Studio Brand's creative teams built a brand for Bud's that put a modern, urban twist on the family business', with content detailing its South Texas barbecue history that would define the restaurant as both authentically Texan and big-city modern.

INDUSTRY: RESTAURANT AND HOSPITALITY

YEAR: 2017

SERVICE SCOPE INFLUENCER MARKETING

PROJECT TEAM:

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

THE SOLUTION

SB created a full suite of branding elements for Bud's, including logo, branding colors, website, social accounts, menus, signage, PR messaging, and more. All of these elements were created on an accelerated schedule because the restaurant had to meet their obligation to open prior to Super Bowl LI. Studio Brand supplied all of the strategy, design, and collateral that would successfully launch the new brand and build awareness of its offerings.

PROJECT GOALS AND OBJECTIVES

Bud's BBQ approved our proposal of a modern, family-centric brand that paid homage to both the restaurant's CBD location as well as the history of South Texas barbecue tradition. We began with brand colors that evoked smoked meats, char—flames and executing the brand throughout the logo, website, signage, and other elements. Our ultimate goal with the website, social media accounts, and PR outreach was to reach consumers across Houston and raise target-audience awareness, and increase engagement with the new brand, in order to build a loyal customer base.

MEASURE OF SUCCESS

Studio Brand helped Bud's BBQ launch as needed to coincide with Super Bowl LI. We gave the restaurant a distinct image and personality in a market saturated with barbecue, creating a strong impression with guests. SB steadily grew Bud's targeted, online audience with consistent outreach, and the ownership group's ultimate goal of a successful, on-schedule brand launch was achieved.



The rush to complete this brand launch prior to the Super Bowl was an exhilarating experience that we're all proud to have pulled off.

— Nathan Smith, Associate Content Director, Studio Brand



