

HOUSTON TURKEY TROT

Studio Brand helped one of the largest Thanksgiving races in the country create a memorable experience for its city.

GOALS

- Provide Houston Turkey Trot with a brand identity independently from the historical sponsor TXU Energy.
- Build equity to the Houston Turkey Trot brand to create a sponsorship appeal.
- Draw a clear line between Houston Turkey Trot and BakerRipley brands while maintaining the connection and the purpose.
- Position Houston Turkey Trot event as a community event to lower the entry barrier and encourage sales.

APPROACH

- Develop enriching storytelling for the Houston Turkey Trot through compelling testimonials and real-life contributions made to those in need.
- Create a unifying relationship with the city of Houston by positioning the race in congruence with the pride and culture that it is composed of.
- Optimize brand architecture through contemporary web designs and interactive social media sites like Facebook, Instagram, and Snapchat.

RESULTS

- Generated over 13,000 race-day participants.
- Increased Instagram following by 100%.
- Averaged 290 organic impressions on Twitter daily.
- Average email blast open rate of 25-30%.
- Reached over 31,000 web users and lowered overall bounce rate by 5%.

THE CURRENT SITUATION

The Houston Turkey Trot is BakerRipley's largest public event and serves as a platform for communication and awareness about the agency. As Houston's largest community development nonprofit, Baker Ripley brings stability, civic engagement, and education to the community. Despite the ongoing success of the event, the Turkey Trot event currently faces an identity crisis, which stems from an ongoing incongruence of translating the Baker Ripley brand into the event, while also building and positioning the Houston Turkey Trot brand. Currently, there is no connection between the event and the owners of the event, and the past efforts undertaken to connect the two has created additional challenges.

INDUSTRY: **EVENT MARKETING**

YEAR: **2018**

SERVICE SCOPE: **EXPERIENTIAL MARKETING**

PROJECT TEAM:

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

Turkey Trot initially contacted Studio Brand in hopes of executing this enormous event in what turned out to be an abridged timeline. It was Studio Brand's job to produce all the necessary materials for a hugely successful event in order to save BakerRipley's signature event.

THE SOLUTION:

Houston Strong became a rallying cry after narrative met reality when the Astros won the championship for a region devastated by Hurricane Harvey. With this in mind and given the iconic way in which Baker Ripley bridged the gap between immediate relief and long-term recovery in the aftermath of the hurricane, we think the natural communication territory of BakerRipley's Trot is encompassed in this tagline: HOU are Stronger!

PROJECT GOALS AND OBJECTIVES

Studio Brand's plan was to rebrand the event in a manner that allows the registrants, community, media, and partners to reset their expectations. In rebranding the event, our goal is to identify BakerRipley as the owner of this event. Without generating any contradictory messaging, we used key messaging and visuals to position Houston Turkey Trot and BakerRipley as connected and congruent, without competing or overlapping. The focus of the event was on the people of Houston and the communities that reside within the BakerRipley governance. As a result, the event would be a catalyst for their inspired action at a time of reunion and giving during the year. By accomplishing these various tenets, the ultimate goal was to grow a solidified story and brand, harness a supportive community, and create community buy-in for the event in a manner that will appeal to future sponsors—who are a right fit for BakerRipley.



The 2018 Houston Turkey Trot was an incredible experience that could not have been more rewarding. Thanks to Studio Brand, BakerRipley was able to develop its brand further and bring the event to even greater heights!

—Brian McMahon, Digital Marketing Associate at SB





MEASURE OF SUCCESS

BakerRipley’s 2018 Turkey Trot was a smashing success with over 13,000 participants coming together for a terrific cause. As a result, the race has become the largest Thanksgiving Day footrace race and the 2nd largest footrace in the Houston area. Thanks to the wonderful work by the Studio Brand team, BakerRipley, and all the race participants, we were able to serve 600,000 people and keep the Houston area a welcoming place of opportunity where everyone can “Earn, Learn, and Belong.”

