

BUD'S BBQ:

Crafting a Modern Texan Brand for Super Bowl Launch



Project Overview

Client: Bud's BBQ

Objective: To create a strong, recognizable brand for Bud's BBQ that resonates with both locals and visitors, and to ensure a successful launch coinciding with Super Bowl LI, thereby establishing a loyal customer base from the outset.



Introduction

Bud's BBQ, introduced by a seasoned hospitality group, emerged in Downtown Houston's vibrant Avenidas District, adjacent to the George R. Brown Convention Center, with the ambitious goal of opening in time for Super Bowl LI. This new restaurant concept faced the challenge of establishing a brand identity that melded modern urban appeal with deep-rooted South Texas barbecue traditions. Restaurant Brand Builders (RBB) was tasked with creating a comprehensive brand and marketing strategy to not only meet this challenge but also to leverage the Super Bowl's national spotlight for a successful launch.

Strategy and Implementation

Brand Identity Development:

RBB crafted a brand identity that captured the essence of Bud's BBQ, integrating modern, family-centric values with a nod to South Texas barbecue heritage. This included choosing brand colors reminiscent of smoked meats and char flames and applying this palette across all brand elements.

Collateral Creation for Super Bowl Launch: All necessary collateral, including logos, website, signage, and menus, was designed to reflect the new brand identity. This was done on an accelerated schedule to meet the Super Bowl LI opening deadline.

Mobile-Responsive Website: A sleek, mobile-responsive website was developed to cater to both local and visiting Super Bowl fans, providing them with easy access to menus, location information, and the story behind Bud's BBQ.

Digital Press Kit and Direct Mail Campaign: To generate buzz ahead of the launch, RBB designed a digital press kit for media outreach and a direct mail campaign targeted at local residents and businesses, offering special promotions to attract early customers.

Social Media and PR Outreach: A comprehensive strategy for social media and public relations was executed to raise brand awareness. This included pre-launch publicity in local food publications and active engagement across social media platforms.

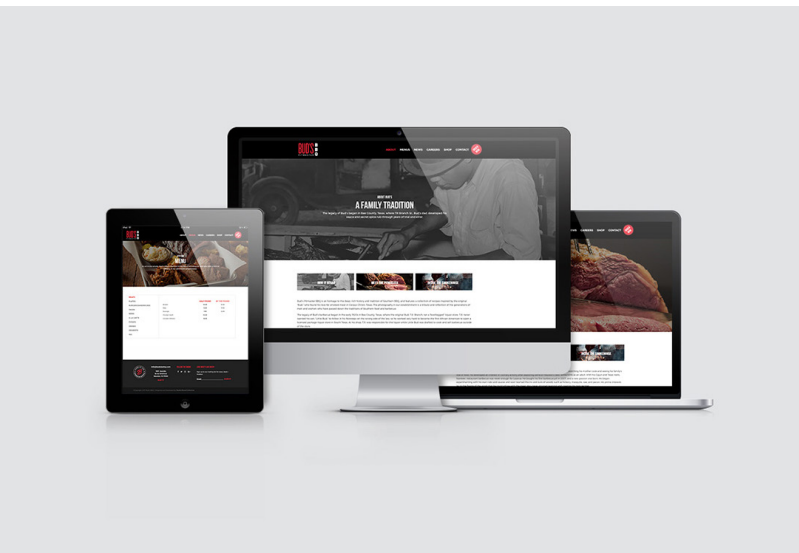
Results

Brand Awareness: Achieved through strategic PR and social media efforts, leading to successful brand launch coinciding with Super Bowl LI.	Pre-Launch Publicity: Featured in local food publications, contributing to heightened anticipation and interest.	Redeemed Direct Mail Offers: The direct mail campaign saw a high redemption rate , indicating effective reach and engagement with the target audience.
---	---	---

Social Media Growth: Bud's BBQ experienced exponential growth in social media following, with a **3,800% increase** in Facebook fans, **564% increase** in Twitter followers, and a **1,320% increase** in Instagram followers, significantly expanding its digital footprint and audience engagement.

Conclusion

Restaurant Brand Builder's strategic approach to launching Bud's BBQ established a strong, historical brand identity that resonated with both the heart of Texas tradition and the pulse of modern city life. By successfully meeting the tight timeframe for the Super Bowl LI opening, RBB not only positioned Bud's BBQ as a must-visit destination in Houston's Avenidas District but also laid the foundation for a loyal customer base. The remarkable increases in social media engagement and the successful Super Bowl brand launch underscore the effectiveness of a well-coordinated branding and marketing campaign, proving that even under tight deadlines, impactful brand stories can be told and celebrated.



Social Media Marketing Overview

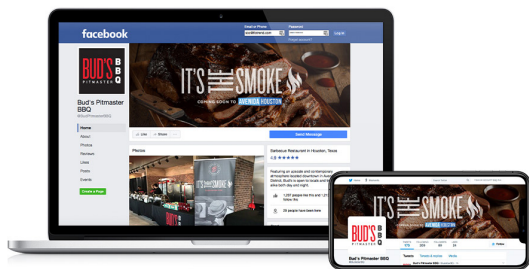
Average Monthly Stats



3,800% increase in Facebook fans

564% increase in Twitter followers

1,320% increase in Instagram followers





Direct Mail Overview

RBB mailed 10,000 mailers and 2,156 were redeemed over a 90-day period. This resulted in a 21% return rate, when combined with additional in-restaurant sales. This return rate represented more than a 500% ROI when compared to the national average and a 125% return based on investment.

Sent: 10,000

Delivered: 10,000

Redeemed: 2156



Made from a recipe passed down for generations, our BBQ is prepared in our brand-new downtown smokehouse. Stop by for plate full of smoked meat and pair it with a craft beer or cocktail.



BUY ONE GET ONE HALF OFF!
BUY ONE PLATE AND GET A SECOND PLATE OF EQUAL OR LESSER VALUE FOR HALF OFF.

PROMO CODE: **BOGOS**



FREE PINT GLASS!

BUY ANY TEXAS BEER AND KEEP YOUR BUD'S PITMASTER BBQ PINT GLASS.

PROMO CODE: **BUDSBREW8**



GET A FREE DESSERT!

BUY ANY PLATE AND RECEIVE A FREE DESSERT.

PROMO CODE: **COBBLER8**

BRING THIS CARD TO REDEEM.

*OFFER EXPIRES ON 10/31/2017. CANNOT BE COMBINED WITH ANY OTHER SPECIAL OFFER.

1001 Avenida De Las Americas
Ste B, Houston, TX 77010

PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

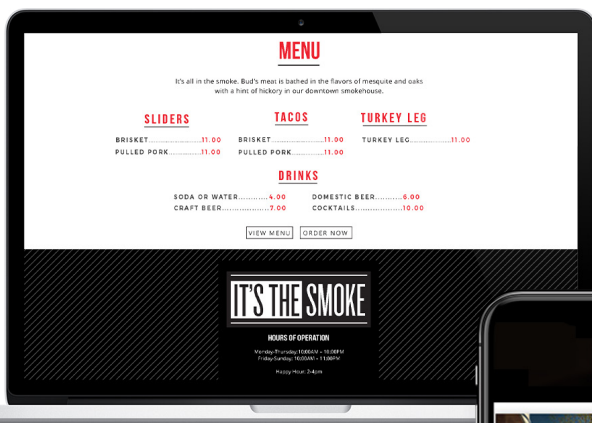
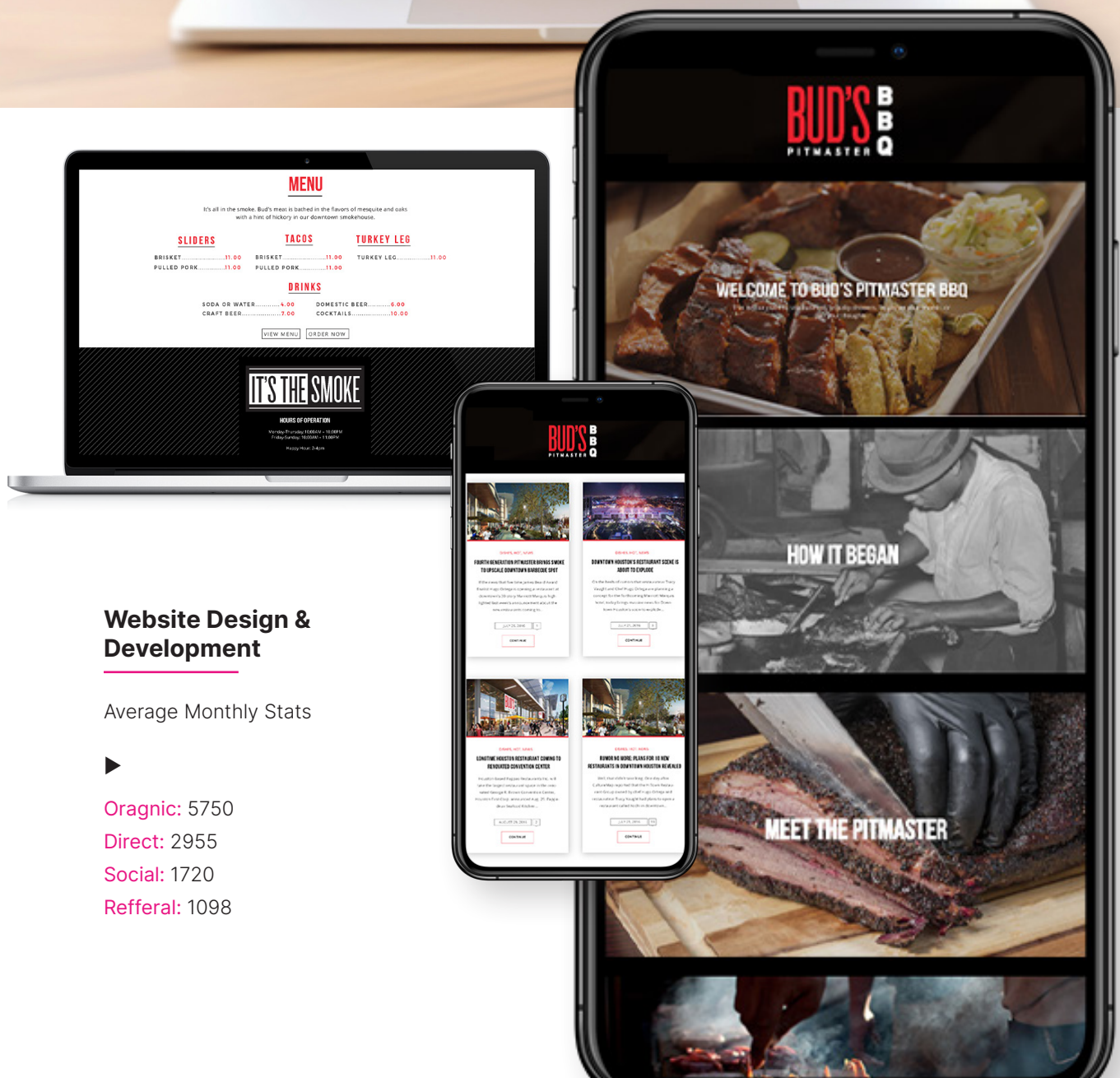
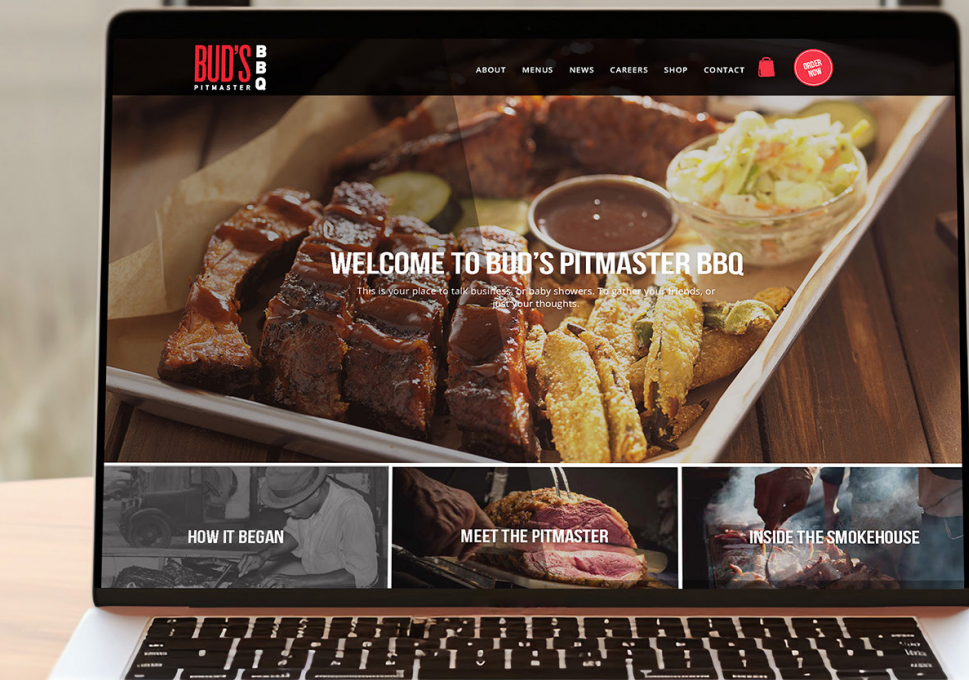
WE VALIDATE PARKING!

Park in the Avenida North parking garage between Rusk St. and Capitol St., and bring your parking slip to the restaurant.



FIND US
DIRECTLY ACROSS FROM
DISCOVERY GREEN!

*****ECRWSS*****
Local
Postal Customer



Website Design & Development

Average Monthly Stats



Organic: 5750

Direct: 2955

Social: 1720

Referral: 1098