



HILTON INTEGRATED

CASE STUDY

ENVISION
CREATIVE

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HOW ENVISION HELPED BRAND AND LAUNCH 5 PROPERTIES AND TURNED A ONE-TIME PROJECT INTO A 4-YEAR RELATIONSHIP.

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THE CHALLENGE

When we began work with Hilton Austin in 2014, we were engaged in a simple project to help them create websites for their restaurant and spa offerings that were more engaging and unique than the Hilton templates with which they'd be provided.

Four years later and we now handle Hilton, their two restaurants, Austin Taco Project and Cannon + Belle, and their event space, The Reverbery, and created a completely separate brand, Austin Starts Here.

In 2015 we determined that for the Hilton Austin to really be successful, we needed to leverage all that Austin encompasses. Working with the client, we were able to identify 3 main challenges:

1. Attract visitors looking for that unique Austin feel, while also attracting locals. The branding had to be authentic so we didn't alienate either of the audiences.
2. With two new restaurants and a new event space, Hilton Austin needed a branding strategy to help them stand out from the crowd in an already crowded space.
3. Uplevel the overall branding to extend their reach to a new target audience.

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The “Austin Starts Here” campaign we created positioned a hotel-wide renovation with the same goals. All public areas in the Hotel got a facelift, including the demolition of the dining spaces, and the creation of 3 very unique foods, beverage and meeting spaces. After undergoing a multi-million dollar renovation, the hotel needed to get feet in the door in a city of hundreds of new restaurants crafted by known chefs like Tyson Cole, Uchi and Uchiko, and Bryce Gilmore, Barley Wine and Odd Duck.

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THE SOLUTION

Since the "Austin Starts Here Campaign", Hotel renovation and creation of new restaurant brands, we have worked with the Hilton team to bring these new brands to life. Challenges and goals shift month-to-month for the hotel and it's brands, and our success has come from hearing the challenges and creating the deliverables that provide results.

In 2015 we determined that for the Hilton Austin to really be successful, we needed to leverage all that Austin encompasses. Working with the client, we were able to identify 3 main challenges:

- For both restaurant brands, Austin Taco Project and Cannon & Belle, we created a full digital presence, from the website to a social media presence from scratch.
- Through research and key targeting, we created 4,000 real Austin foodie brand enthusiasts engaging on Cannon & Belle's facebook page prior to opening and before they even had food photography, creating quite the buzz for the Grand Opening!
- In addition to digital, our services have included photography and print advertising.

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- We created:
 - › 5 new websites
 - › Photography
 - › Integrated social campaign for 5 unique brands
 - › Cohesive advertising concept and execution, including:
 - » Print ads
 - » In-room collateral
 - » Lobby
 - » Elevator signage
 - » Press kits
 - » Group sales kit
 - » Brand specific print ads
 - » All cross promotional materials.



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THE RESULTS

As a result of market and industry research, the creation of new buyer personas, updated branding and voice, and strategic campaigns, we helped solve their challenges:



Created a community of 4,000 real Austin Foodie brand enthusiasts and influencers, engaging on Cannon & Belle's Facebook page before they opened or even had food photography!



Created a new and engaged social community around Austin Taco Project. From 2017 to 2018, we increased Austin Taco Projects's Facebook following by **2,909** Fans at a **226%** increase.



Created buzz in an over-crowded wedding and event city (Austin) with The Reverberary--creating a new and active social community and creating a contest (Win a Wedding campaign that culminated in an on-premise event to announce the winners and give contributing vendors an event at which to increase their own reach with a new audience.



Created new buyer personas and an email marketing campaign to target both visitors and locals (for Austin Taco Project, The Reverberary, and Cannon + Bell) while simultaneously increasing their lead database through newsletter sign ups.

A one-time project engagement has turned into an 4 years (and going) relationship from web design to branding, messaging, print, digital, social, contests, menus, table tents, events, and more.

ENVISION CREATIVE

Envision Creative takes a deliberate, holistic approach to branding and marketing. Housing experts in digital and social strategy, graphic design, web development, and traditional advertising, Envision helps clients evolve and unite every element of their brand.

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