



# Satori

Satori Marketing, LLC  
mw@satori.agency  
satori.agency

## **SAMPLES & CASE STUDIES**

# SAMPLES

## COMPREHENSIVE MARKETING PLAN DEVELOPMENT

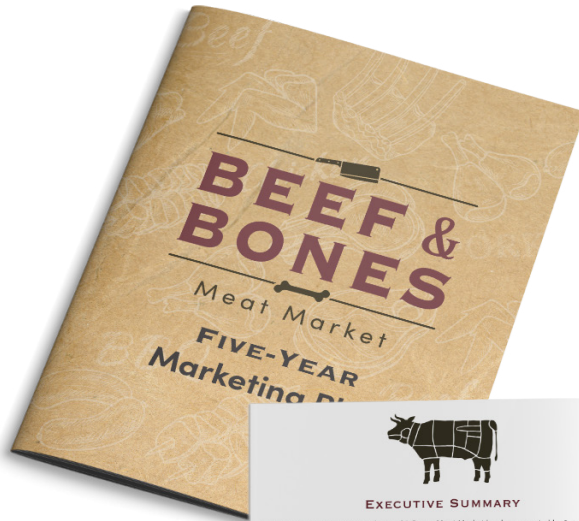
Our campaigns blend data-driven thinking, resonant themes and expert execution to drive real change for our clients. Meanwhile, we back up our efforts with precise organization, action plans and measuring. Best of all, our team is completely in-house, so your media buyers, designers, strategists, copywriters and account managers are all working together for your greatest success. From setting initial campaign goals to reviewing the results, the Satori team builds out impressive, 360° campaigns that win over audiences, win awards and deliver lasting brand value.

# Comprehensive Marketing Plan Development

## Beef & Bones Meat Market

When Beef & Bones tapped Satori to assist with the launch of their brand and go-to-market strategy, we truly started from scratch. After setting goals with the client and identifying immediate needs to develop their strategy, we got to work on an initial set of qualitative and quantitative research methods. One day spent in small-town Kingsville revealed several pain points – and therefore, opportunities – among Beef & Bones’ target audience.

When it came to meat, residents of the town felt relegated to the uninspired, familiar selections offered at their local grocery store. Although they had a desire for a premium product, many ran busy households or had other barriers to traveling far for fresher food. We set out with a strategy to make Beef & Bones the go-to resource for high-quality, farm fresh meat products throughout Kingsville and the surrounding area, developing a rollout that built anticipation and led to their goal-shattering launch.



**EXECUTIVE SUMMARY**

This five-year marketing plan for Beef & Bones Meat Market has been created by Satori Marketing to solidify the client's growth strategy and to inform employees' current status and direction.

While Beef & Bones Meat Market opened in 2018, it has seen an anticipated demand for its products. In order to grow the business, we will purchase more products than their existing products.

**PERSONA 1: IVAN VALDEBARRA**

- Age: 24
- Gender: Male
- Ethnicity: Hispanic
- HHI: \$40,000
- Education: U.S. Diploma
- Geographic Location: Kingsville
- Marital Status: Single
- Kids: 0
- Social Media User: Facebook, Instagram, Twitter

**SWOT**

<p><b>STRENGTHS:</b></p> <ul style="list-style-type: none"> <li>High barriers to entry</li> <li>Highly experienced owner-operator</li> <li>Limited competition in the Kingsville area</li> <li>Highly visible website</li> </ul>	<p><b>WEAKNESSES:</b></p> <ul style="list-style-type: none"> <li>Limited flexibility in pricing</li> <li>High storage costs</li> <li>Recent opening means workers lack experience with products</li> <li>Beef &amp; Bones works with multiple meat distributors</li> </ul>
<p><b>OPPORTUNITIES:</b></p> <ul style="list-style-type: none"> <li>Continued expansion in the product line: produce, pet products, merchandise</li> <li>Ability to sell products online</li> <li>Development of proprietary products</li> </ul>	<p><b>THREATS:</b></p> <ul style="list-style-type: none"> <li>Changes in regulations can impact the business</li> <li>Products are already sold by major competitors</li> <li>Insurance costs are continually increasing</li> </ul>

Comprehensive Marketing Plan Development

TxDOT SH 288 Express Toll Lanes Project (Drive288)

Snag Your Tag Campaign

**DRIVE 288** Snag Your Tag

SAMPLES



## INTERNAL AND EXTERNAL RESEARCH AND ANALYSIS

There are some who think communication is just a bunch of creative people sitting in a room putting lipstick on pigs or randomly throwing ideas at the wall like spaghetti and seeing if they stick. And if we're being honest, some communication is like that. But not **good** communication. Not Satori communication. Because we know that successful branding begins with solid research – and our team has research and analysis down to a science. Who is your consumer? It's not just one person or even one type of person. What do they want and how can you give it to them? How do they like to be spoken to? What types of messages will they respond to and how do you want them to respond? So many questions – but our job is to find the answers.

**Internal and External Research and Analysis**  
**Harris County Flood Control District – Hunting Bayou**  
 Audience Demographic Study

**SAMPLES**



# Internal and External Research and Analysis

## Harris County Flood Control District – Hunting Bayou

### Audience Personification

SAMPLES





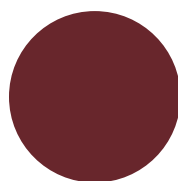
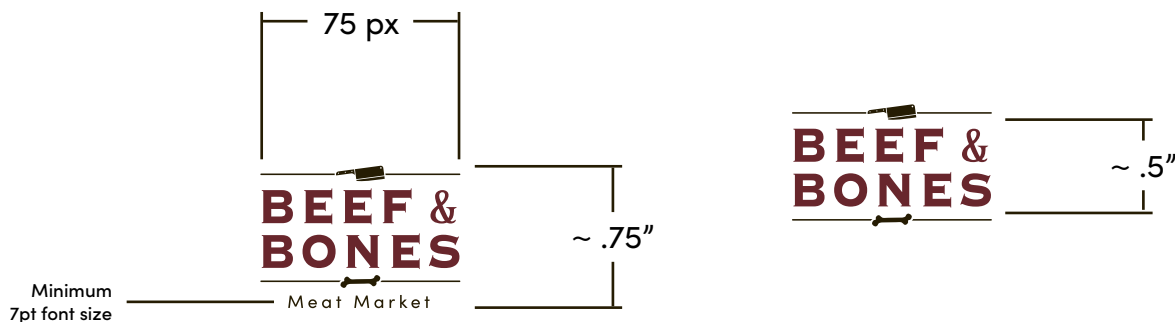
## DEVELOPMENT OF IDENTITY AND BRANDING PACKAGES

Many people believe branding is only for an individual product (think: ShamWow). The truth is that anything – including a public agency or program – is a brand and should be treated as the single, most valuable asset. It's also much more than an eye-catching logo or a memorable tagline, although those things are certainly important. Satori helps clients cultivate and build their businesses into branding powerhouses – generating connections and fanatic-like loyalty among their target audiences. And it all starts with your brand guidelines: the building blocks of what your brand's identity looks, sounds and feels like.

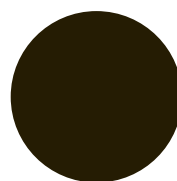
Development of Identity and Branding Packages

Beef & Bones Meat Market

Logo Development



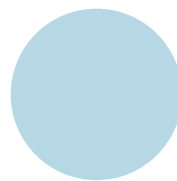
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 RGB 100 51 53  
 HSB 358 49 39  
 HEX/HTML 643335



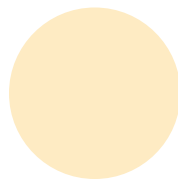
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 RGB 229 225 230  
 HSB 288 2 90  
 HEX/HTML E5E1E6



Pantone 5523 C  
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 RGB 182 207 208  
 HSB 182 13 82  
 HEX/HTML B6CFD0



Pantone 7506 C  
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 RGB 239 219 178  
 HSB 40 26 94  
 HEX/HTML EFDDB2

# Development of Identity and Branding Packages

## Beef & Bones Meat Market

### Brand Guidelines

SAMPLES



Development of Identity and Branding Packages

Kraus Development - Gateway

Logo Development



GATEWAY BLACK

**Pantone**  
Black 6 C

**CMYK**  
100 61 32 96

**RGB**  
16 24 32

**HEX/HTML**  
#101820



GATEWAY DARK GREEN

**Pantone**  
560 C

**CMYK**  
86 30 65 75

**RGB**  
29 60 52

**HEX/HTML**  
#1D3C34



GATEWAY LIGHT GREEN

**Pantone**  
555 C

**CMYK**  
77 12 68 35

**RGB**  
40 114 79

**HEX/HTML**  
#28724F



# Development of Identity and Branding Packages

## Kraus Development - Gateway

### Brand Guidelines

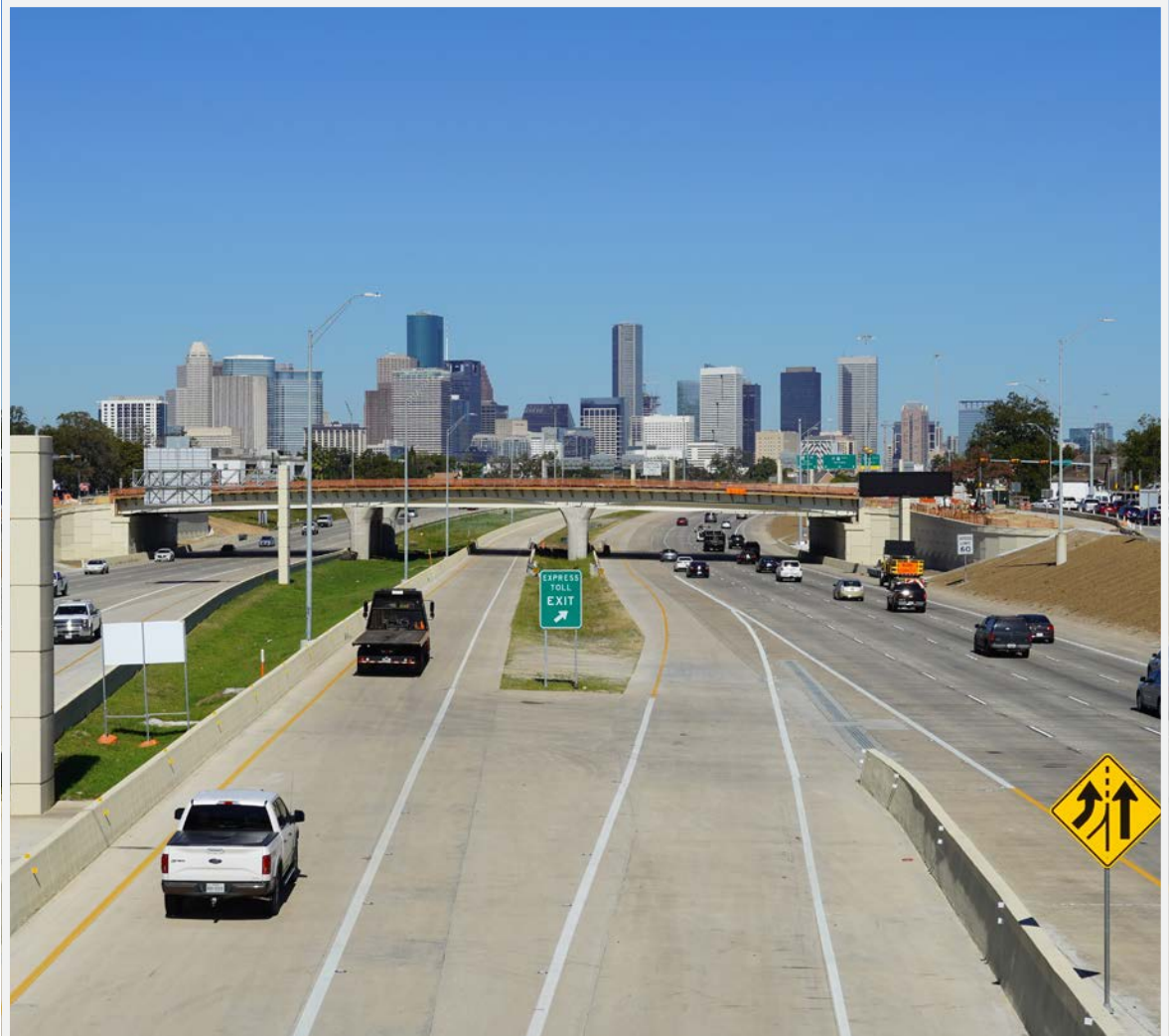
SAMPLES



Photography

TxDOT SH 288 Express Toll Lanes Project (Drive288)

Construction Photography



# SAMPLES

## Photography

### TxDOT SH 288 Express Toll Lanes Project (Drive288)

#### Construction Photography



Photography

Heineman-Robicsek Foundation

Photography





# SAMPLES

## Photography

### Heineman-Robicsek Foundation

Photography

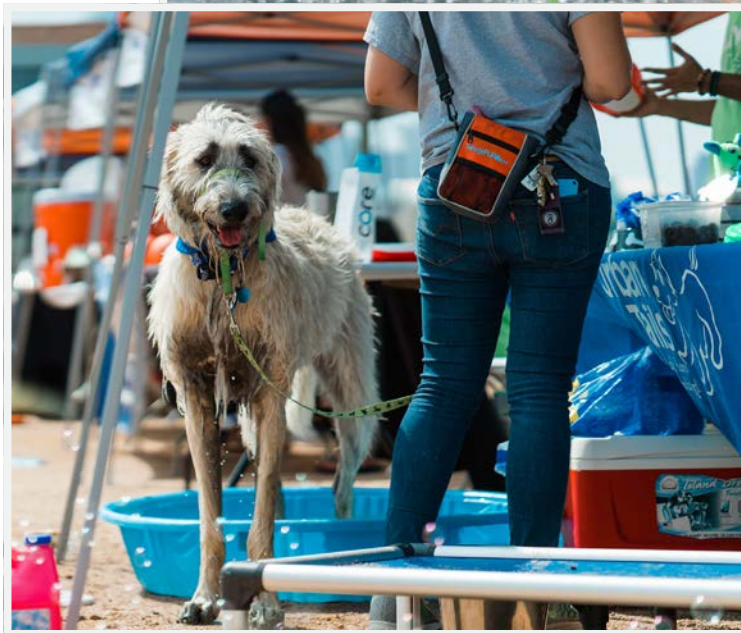


SAMPLES

Photography

Texas Wet Noses - Turn Up with Your Pup

Event Photography



Photography

Texas Wet Noses – Turn Up with Your Pup

Event Photography



## GRAPHIC DESIGN

Not only has Satori Marketing been commissioned for thousands of graphic design projects, we also bring character, depth and recognizable art direction to the pieces we create. Our work has won regional, national and international awards across the categories of brochures, logos, style guides and graphics – but more importantly, it's driven noticeable sales increases and proven results for our clients. Fusing strategy with creativity while adhering to brand standards, we deliver standout work that garners remarkable attention.

# Graphic Design

## Harris County Precinct 2

### Administrative Services Newsletter

SAMPLES



# SAMPLES

## Graphic Design

### Harris County Flood Control District - Project Brays

#### Stakeholder Notebook



SAMPLES

Graphic Design

Scotty's House Child Advocacy Center

Keys for Kids Campaign

The image displays three different pieces of promotional material for the Keys for Kids Campaign. At the top left is a billboard with a silver A-frame stand. The billboard features a black Ford Supercrew truck parked in front of a large, light-colored building. Text on the billboard reads: "Ask me how to support Scotty's House and win a Team Ford truck!" and "KeysForKidsRaffle.org". Logos for TEAM FORD, AGAPE FURNITURE, SCOTTY'S HOUSE, and KEYS FOR KIDS are visible at the top of the billboard. To the right is a vertical poster. The top section shows the same truck and building, with a yellow banner that says "What's better than a new ride?". Below this, the text "Knowing that it paved the road to healing." is written in large, bold, black letters. A young boy in a yellow polo shirt and blue shorts is sitting on the ground, smiling, with a red and yellow toy truck next to him. Logos for KEYS FOR KIDS, TEAM FORD, and SCOTTY'S HOUSE are at the top right of the poster. At the bottom of the poster, it says "KeysForKidsRaffle.org" and "AGAPE FURNITURE". A small disclaimer at the bottom right of the poster reads: "\*Vehicle won may vary from the photograph." At the bottom of the image is a laptop screen displaying a website. The website has the headline "What's better than a new ride?" and the sub-headline "Knowing that it paved the road to healing." Below this is a large image of the truck and building. Logos for KEYS FOR KIDS, TEAM FORD, and AGAPE FURNITURE are present. At the bottom of the website, there is a small photo of the boy and a text box that says: "Make room in your garage because Scotty's House is partnering with Team Ford to give one lucky donor the keys to a brand-new, 2019 F-150 4x4 Supercrew!"

SAMPLES

Graphic Design

(swah-rey)

Grand Opening Postcards, Menus and Beverage Training Guide

(swah-rey)



**I Got My Vacc-ini**

1 part Midori® Melon Liqueur  
1 part Death's Door Gin®  
2 parts Tonic  
Garnish: 2 slices of cucumber & 1 large sprig rosemary

Add all ingredients to a shaker over ice. Shake and strain into martini glass. Garnish.

**The COVID Nineteen-ini**

1.5 oz Malibu Coconut Rum®  
1.5 oz Vanilla Stoll Vodka®  
.75 oz key lime juice  
5 oz pineapple juice  
2 tablespoons cream of coconut

**For Rim:**  
1/2 sheet graham crackers (crushed)  
1/2 tablespoon coconut flakes (toasted)

Rim martini glass. Add all ingredients to a shaker over ice. Shake and strain into glass.

**Binge TV-ini**

2 oz Black Barrel Mount Cay Rum®  
5 oz Oregat  
5 oz fresh lime juice  
2 dashes of Angostura Bitters  
Garnish: Lime peel

Add all ingredients to a shaker, then add ice. Shake and strain into coupe glass. Garnish.

**Dr. Fauc-ini**

1.5 oz Wheatley Vodka®  
5 oz Solerno Blood Orange Liqueur  
1 oz spiced cranberry/blood orange cordial  
.75 oz lemon juice  
2 whole cherries  
Garnish: 3 fresh cranberries & orange peel

Muddle cherries in tin to release juices, then add remaining ingredients. Shake and strain through fine mesh strainer into a coupe glass. Garnish with three fresh cranberries on a cocktail pick.



(swah-rey) st. petersburg, fl

**Desserts:**

Mini Sugar's Best Sweet Cake	1	8	40
Chocolate Salted Caramel Cake	1	8	55
Caramel Cake	1	8	55
Coconut Cake	1	8	55
Stack Old Cake	1	8	40
NEW Chocolate Popover Cake	1	8	55

**Chocolate Mini-desserts:**

Pumpkin Cheesecake	6	40
Key Lime Cheesecake	8	55
Peach Cheesecake	8	55
Cheesecake with Fruit Topping	6	40
NEW Banana Cream Pie-In-a-Cup	8	55
Apple Brown Betty	7	
Creme Brulee	7	

**Homemade Sauces:**

- Salted Caramel
- Chocolate
- Fresh Berry
- Peanut Butter

**Mini Hook-ups**

Step 1: Order a Mini  
Step 2: Hook it up with a Beverage  
Step 3: Choose How Many  
Step 4: Enjoy!

**KAVIRA COFFEE**

**ESPRESSO DRINKS**

**NOBLE JUICE**

**DRAFT BEER**

**SODA**

**BOTTLE/CAN BEER**

**OTHER DRINKS**

No More Quarantini

Summer Drink Menu at (swah-rey)

**I Got My Vacc-ini**  
Tastes like a refreshing return to somewhat normalcy. Midori® Melon Liqueur gets shaken with Death's Door Gin®, and a splash of tonic. Finished with cucumber slices and a single sprig of fragrant rosemary.

**The COVID Nineteen-ini**  
Reminiscent of the early, experimental, dessert-driven days of the pandemic, Malibu Coconut Rum® and Vanilla Stoll Vodka® are right at home with key lime juice, fresh pineapple juice and cream of coconut. Served with a crushed graham cracker rim, coconut flakes and the rest of your cancelled vacation.

**Binge TV-ini**  
A drink so decadent, you always have room for just one more. Multi-dimensional Oregat, cozy up with Black Barrel Mount Cay Rum®, fresh lime juice and Angostura bitters. Leggings and Netflix not included.

**Please Go Back to School-ini**  
Long day of remote learning? We've got you. In our nod to a growth-up, drinkable PB&J, Skewball Peanut Butter Whiskey® and smooth Green Chartreuse go to school with lemon juice and muddled blackberries. Garnished with mint, blackberries and the sound of peace and quiet.

**Dr. Fauc-ini**  
If it's told you so, were a cocktail. Wheatley Vodka® and Solerno Blood Orange Liqueur, shaken with spiced cranberry and blood orange cordials, fresh lemon juice and two cherries. Finished with fresh cranberries and a laundry list of credentials.

Where No One Has to Know You Watched Tiger King, Twice.  
swah-rey.com





## SOCIAL MEDIA STRATEGY

When you're a public agency, social media is more than simply sharing photos and video content. We help our clients build a strong social media presence that inspires trust and engagement throughout the communities they serve. From keeping the public informed about detours and construction times to promoting the use of toll tags on social media platforms – we will keep your message aligned and consistent. Every Satori team member involved with your social media will have current certifications in line with the latest digital trends and developments.

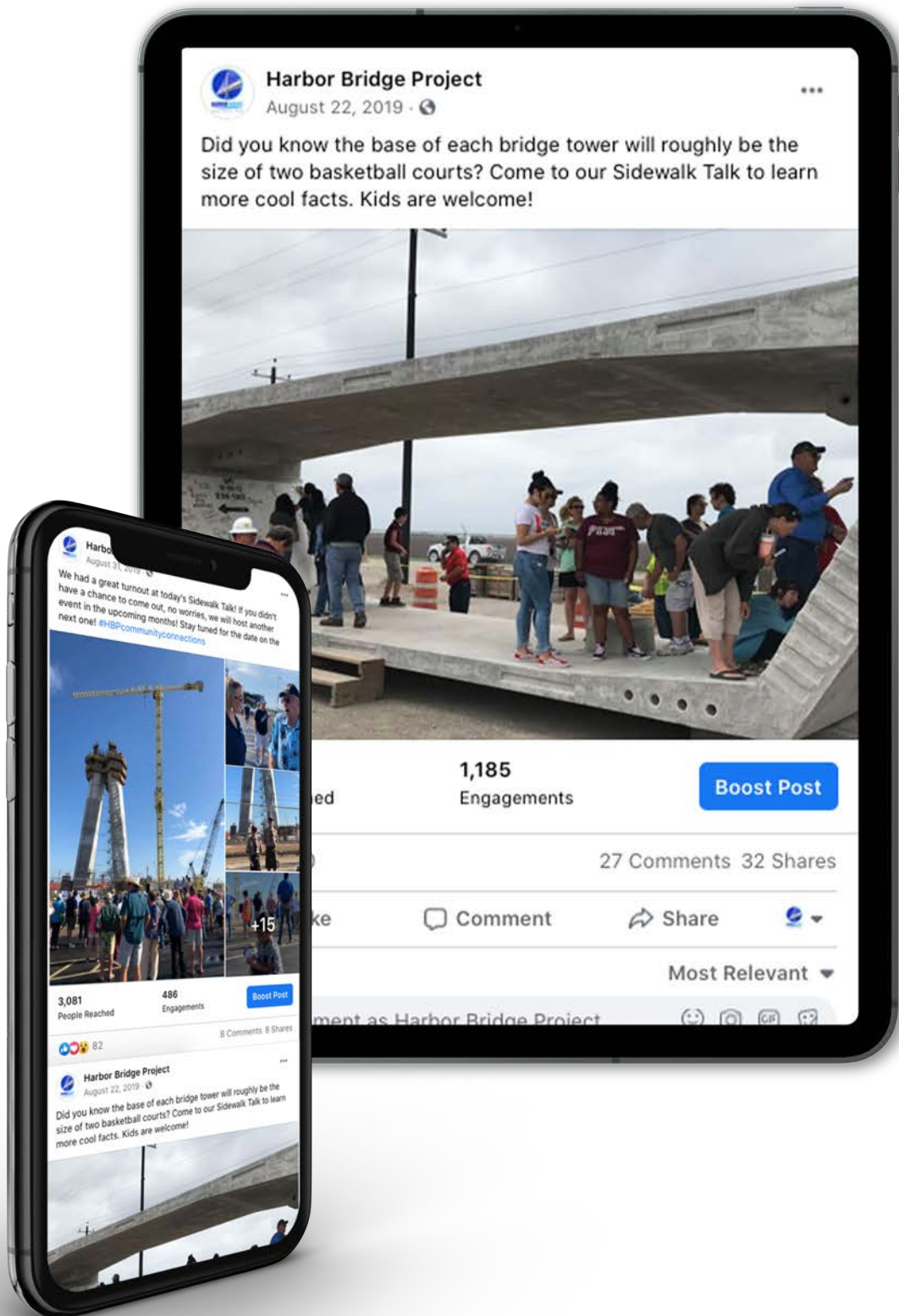
Beyond the platforms themselves, our team can leverage nearly a decade of influencer relationship-building for your benefit. Based on your goals and objectives, we can recommend, connect, facilitate and even negotiate on your behalf with leading social media personalities – no matter the platform or niche.

# SAMPLES

## Social Media Strategy

### TxDOT US 181 Harbor Bridge Project

#### Sidewalk Talk Events - Social Media



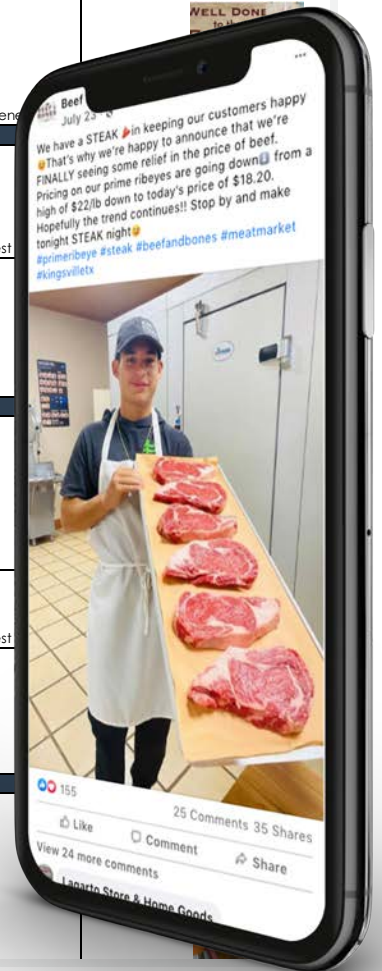
# Social Media Strategy

## Beef & Bones Meat Market

### Social Media Planning & Execution

SAMPLES

FACEBOOK UPDATES						
DAY	DATE	TIME	MESSAGE	LINK	CAMPAIGN	IMAGE
WEEK 1						
	4/28/21	17:00:00	We're open, and now we're #hiring! If you're interested in joining us as a cashier, meat counter assistant or butcher's helper, don't be a slow park! Swing by our store for an #application.	None	Hiring	
	4/30/21	14:00:00	We'll be closed next Sunday for Mother's Day, because nothing is more important than spending time with #family. In fact, as a family-owned business, we think it's so important that we'll be closed EVERY Sunday after Mother's Day. #mothersday	None	Awareness	
WEEK 2						
	5/2/21	15:00:00	Swing by and check out our new specialty items 🥰 Just in time for Mother's Day! #stuffedchickenpoppers #lambkabobs	None		
	5/4/21	10:00:00	#MaytheFourth Be With You! We're celebrating National #StarWars Day with a delicious Jawa-er, we mean jaw-dropping #fi-tp, what about you? 🤖	None	Consideration	
	5/7/21	12:00:00	Happy Friday! We are busy stocking our cases with tons of options to cook up for mom 🥰 We're offering a Mother's Day special on our prime boneless and bone-in ribeyes and prime NY Strips. 🍖 10% off while supplies last!	None	Awareness	
WEEK 3						
	5/11/21	9:00:00	Have you made plans for National #BBQ Day on Sunday? Make sure you swing by Beef & Bones for your favorite mouth-watering cuts. #texas #butcher	<a href="https://www.beefnbones.com">https://www.beefnbones.com</a>	Interest	
	5/14/21	12:00:00	We make shopping a SNAP! We're now accepting the Lone Star Card. Come by and check out our fresh selection of beef, chicken, pork and newly added farm fresh produce! Open 10-6, Tuesday-Saturday #meatmarket #kingsvilletx	<a href="https://www.beefnbones.com">https://www.beefnbones.com</a>		
WEEK 3						
	5/18/21	12:00:00	Want to meat your match?!? Head on over and check out our selection of fresh meats, local produce and unique spices. The weekend is about to get a whole lot meatier! 🍖🥑🌶️🥘 #kingsvilletx #meatmarket			
	5/20/21	9:00:00	This summer, turn up the #heat with some of our delicious Sirloin Steak and this @Beef Loving Texans #recipe! #texasbeef	<a href="https://beeflovingtexas.com/recipe/classic-beef-kabobs/">https://beeflovingtexas.com/recipe/classic-beef-kabobs/</a>	Interest	
	5/21/21	15:00:00	Stop on by and check out our Tomahawk Steaks 🍖 On sale for \$14.99/lb, regularly \$17.50/lb 🍖 until sold out! We've got the BEEF!!			
WEEK 4						
			Some ask us why we call ourselves Beef & Bones. That story starts with the original B&B: Buck and Belle, two pups that stole our hearts. Check out their bios on our website and be sure to fetch your precious pooch something the next time you drop in 🐾🐾 #poutner #dogapproved #meatmarket			



## WEBSITE DEVELOPMENT & UX/UI DESIGN

Each Satori website is designed to creatively present our client's brand in ways that strategically capture the attention of their potential audience(s). Based on your goals and objectives, our website services range from complete design and development to a scaled-back refresh – complete with corresponding processes that empower us to be great guardians of your budget, keeping scope creep at bay. Over the years, we have created, launched and updated hundreds of websites, each varying in design and purpose.

In the process, we always keep the user in mind, minimizing navigational frustrations and maximizing optimization.

When it comes to user experience, Satori Marketing is committed to standing by the Americans with Disabilities Act (ADA), so our clients' websites are accessible to all audiences. Our Webmaster maintains the latest certifications in ADA compliance, ensuring that current best practices are implemented on every site we handle.

This proposal includes data that shall not be disclosed outside the Government and shall not be duplicated, used, or disclosed—in whole or in part—for any purpose other than to evaluate this proposal. If, however, a contract is awarded to this offeror as a result of—or in connection with—the submission of this data, the Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting contract. This restriction does not limit the Government's right to use information contained in this data if it is obtained from another source without restriction. The data subject to this restriction are contained in sheets 194-197.

## Website Development & UX/UI Design

### Harris County Flood Control District – Project Brays

Responsive ADA-Compliant Website

SAMPLES



This website is no longer maintained by Satori Marketing, LLC.

# SAMPLES

## Website Development & UX/UI Design

### TxDOT SH 288 Express Toll Lanes Project (Drive288)

Responsive ADA-Compliant Website



This website is no longer maintained by Satori Marketing, LLC.

## Website Development & UX/UI Design

### TxDOT US 181 Harbor Bridge Project

Responsive ADA-Compliant Website: [HarborBridgeProject.com](http://HarborBridgeProject.com)

SAMPLES



# Website Development & UX/UI Design

## Heineman-Robicsek Foundation

Responsive ADA-Compliant Website: [Heineman.org](http://Heineman.org)

SAMPLES



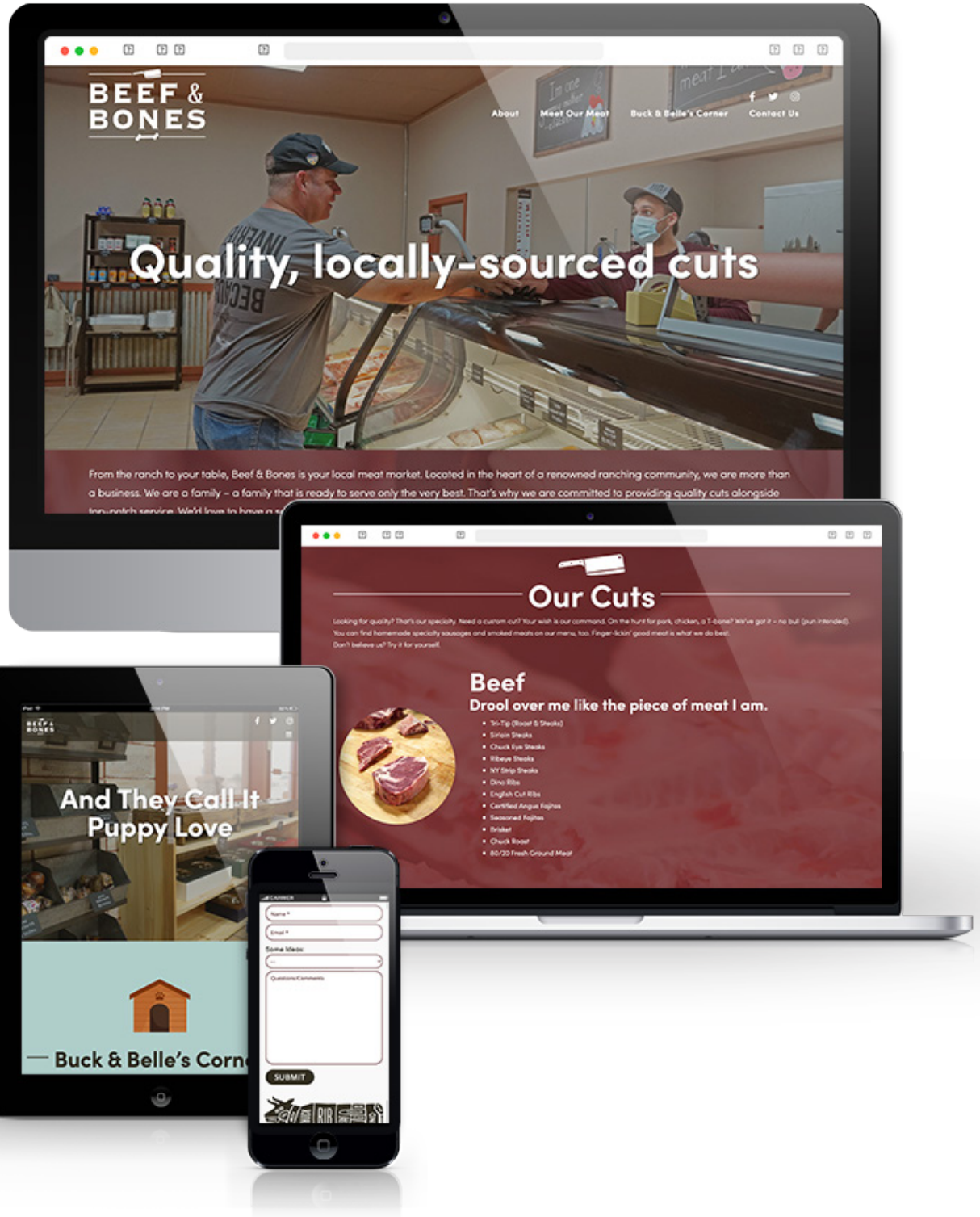


# SAMPLES

## Website Development & UX/UI Design

### Beef & Bones Meat Market

Responsive Website: [BeefnBones.com](http://BeefnBones.com)



## MEDIA PLANNING AND PLACEMENT (PAID MEDIA)

With over a decade ideating, executing and measuring multi-media marketing campaigns, Satori can put HCTRA and their various projects in front of a wide scope of audiences, leveraging a mix of traditional, digital, social, interactive and nontraditional methods to do so.

No matter the project or goal, our approach to each marketing campaign begins with the same foundation: analyzing to-the-minute media data from the industry's leading research tools including Nielsen and Kantar. These insights help us identify not only the most effective media per audience, but where hidden opportunities may give us a competitive advantage in the space. Then, building out our multimedia approach, we begin mapping out a strategy to reach audience members at multiple touch points throughout their day – bolstering brand awareness and retention.

Our role in each comprehensive campaign is to plan and roll out effective marketing rooted in these key strategies:

- Build high frequency throughout media flights to generate information recall of and response to our clients.
- Take a smart approach to location data, capturing maximum audience attention when they're physically in a position to move from consideration to purchase.
- Implementing programming mixes that fit the lifestyles of our target audiences, from traditional broadcast to streaming video for the increasing number of cord cutters.
- Negotiating rates and inventory to provide the best value and opportunities to our clients, including an impressively high rate of value-added services.

Get ready to hit the airwaves – Satori works hard to ensure flawless execution and maximized value across all of our media plans and buys, including Radio and Television. Fueled by to-the-minute intel from our Nielsen subscription, the industry's leading research group, we stack our results up against the ratings that we pay for (seizing every opportunity along the way).

From planning, where we take a look at various demographic insights for the target audience(s), to our competitive CPP (cost per point) and CPM (cost per thousand) RFP process among media partners, we secure best-in-market rates that deliver impressive results. Plus, with two decades of negotiation experience, we've assembled the strategies needed to make the greatest impact.

Once we're live, the real fun begins: All schedules are monitored daily, weekly, monthly and quarterly to measure the promised rating levels against the actual reports. When media buys don't meet pre-determined goals, we negotiate value added services and airtime that recoups promised inventory. We can also oversee all "make-goods," last chance openings and other opportunities to make your media dollars stretch farther. Proactive and aggressive in our approach, we advocate on behalf of our clients to deliver incredible value, expert negotiations and extra perks on media plans. Our media team leverages years of relationships with traditional and digital media channels to push our buying clout to its ultimate potential, capitalizing on every opportunity and benefit for the clients we serve.



# Media Planning and Placement (Paid Media)

## Texas Renaissance Festival

Final Report (Spanish media buy data & PR efforts)

SAMPLES



## **MEDIA RELATIONS STRATEGY AND SUPPORT**

It's been said that any publicity is good publicity, but when you have a solid media relations strategy, you don't have to worry about bad publicity. At Satori, we develop a comprehensive plan that ensures all of your communications tell a story that resonates with the media and public alike by cultivating relationships with journalists, finding creative, cost-effective ways to engage the public and staying on top of industry trends and forecasts.

Media Relations Strategy and Support

Scotty's House Advocacy Center - Paws for Hope Campaign

Media Kit

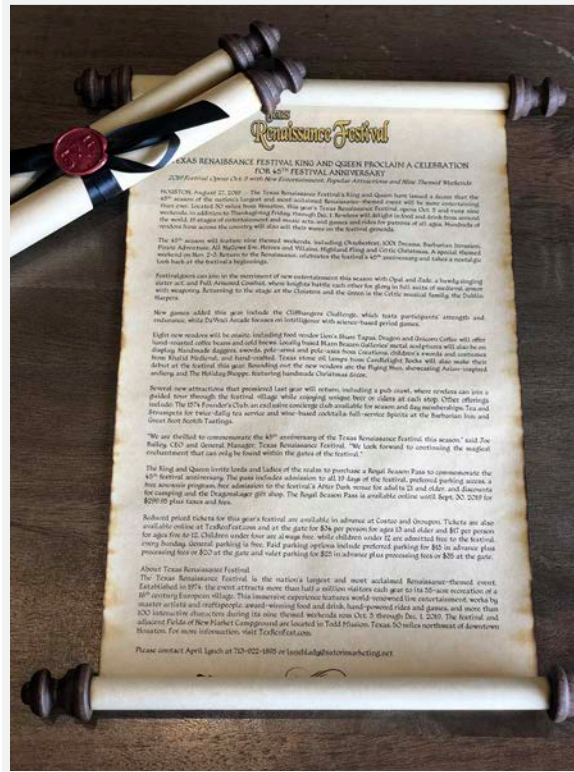


# Media Relations Strategy and Support

## Texas Renaissance Festival

### Media Kit

SAMPLES



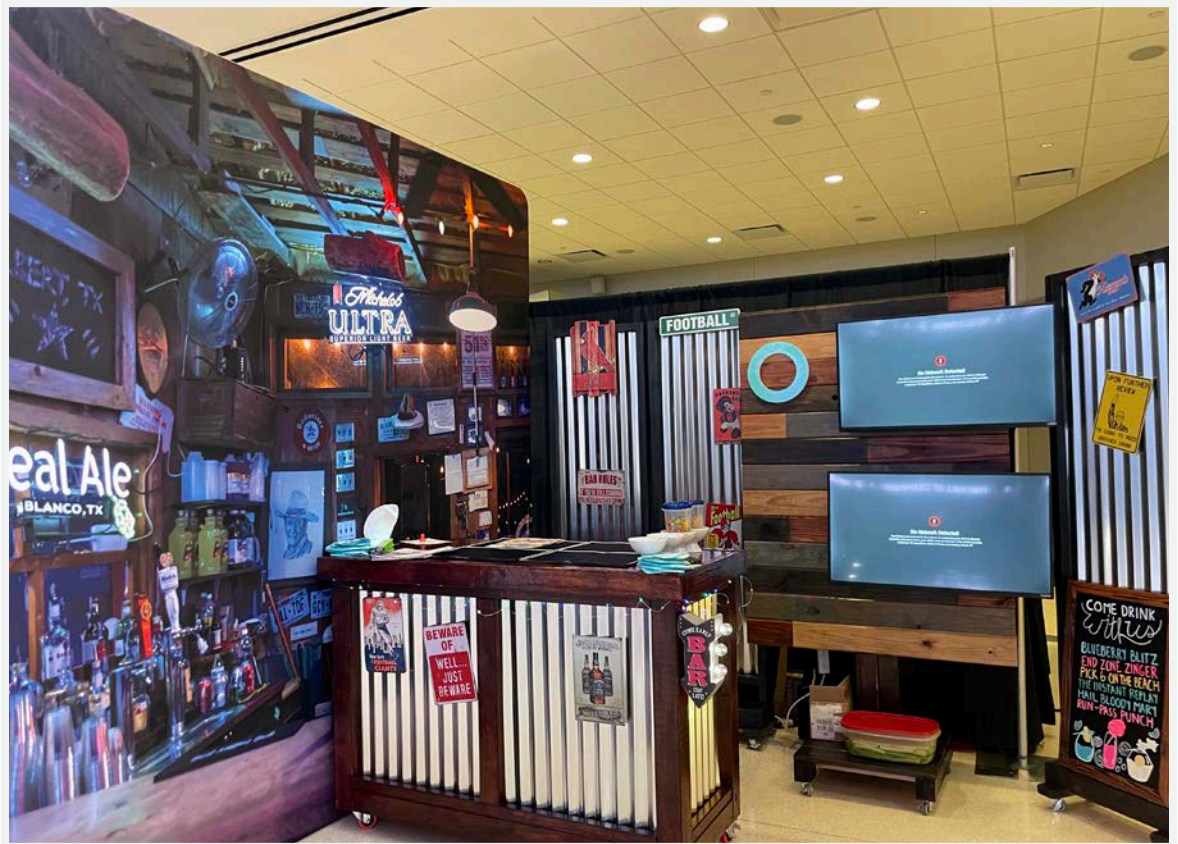
## **EVENT/MEETING PLANNING, LOGISTICS, ORGANIZATION, AND TURNKEY PRODUCTION**

Satori specializes in one-of-a-kind guest experiences, and we have the diversity of our team to thank – we all come from a wide variety of backgrounds. From sales to entertainment to production, the sum of our artistic expertise is why we're able to excel at a range of events to fit your needs. Simply put, we've done it all – corporate functions, tradeshow design & coordination, press conferences and fundraisers. We take pride in putting on interactive and immersive events that elevate your mission statement and message.

Satori – T.O.A.L. Trade Show

Booth Design & Execution

SAMPLES





# Event/Meeting Planning, Logistics, Organization, and Turnkey Production

## Satori - T.O.A.L. Trade Show

Collateral

SAMPLES



# SAMPLES

## Event/Meeting Planning, Logistics, Organization, and Turnkey Production

### Satori - T.O.A.L. Trade Show

Promotional Items



Texas Wet Noses – Turn Up with Your Pup

Printed Materials

SAMPLES

Brought to you by:  
**wet noses**  
wetnoses.org

**TURN UP with YOUR PUP!**

TEXAS TURN UP  
The Lone Star State

HOUSTON SPCA

**SATURDAY MAY 18<sup>th</sup> | 1:00 - 6:00 PM**

**Truck Yard Houston | 2118 Lamar St.**

An event for both our 2-legged and our 4-legged friends!

Drinks • Food • Dogs, Lots of Dogs!  
Music • Silent Auction • Puppy Networking  
Sponsorship Opportunities Available

**TurnUpWithYourPup.com**

SATORI  
MARKETING • DESIGN • PUBLIC RELATIONS

TURN UP  
with your pup

HOUSTON SPCA

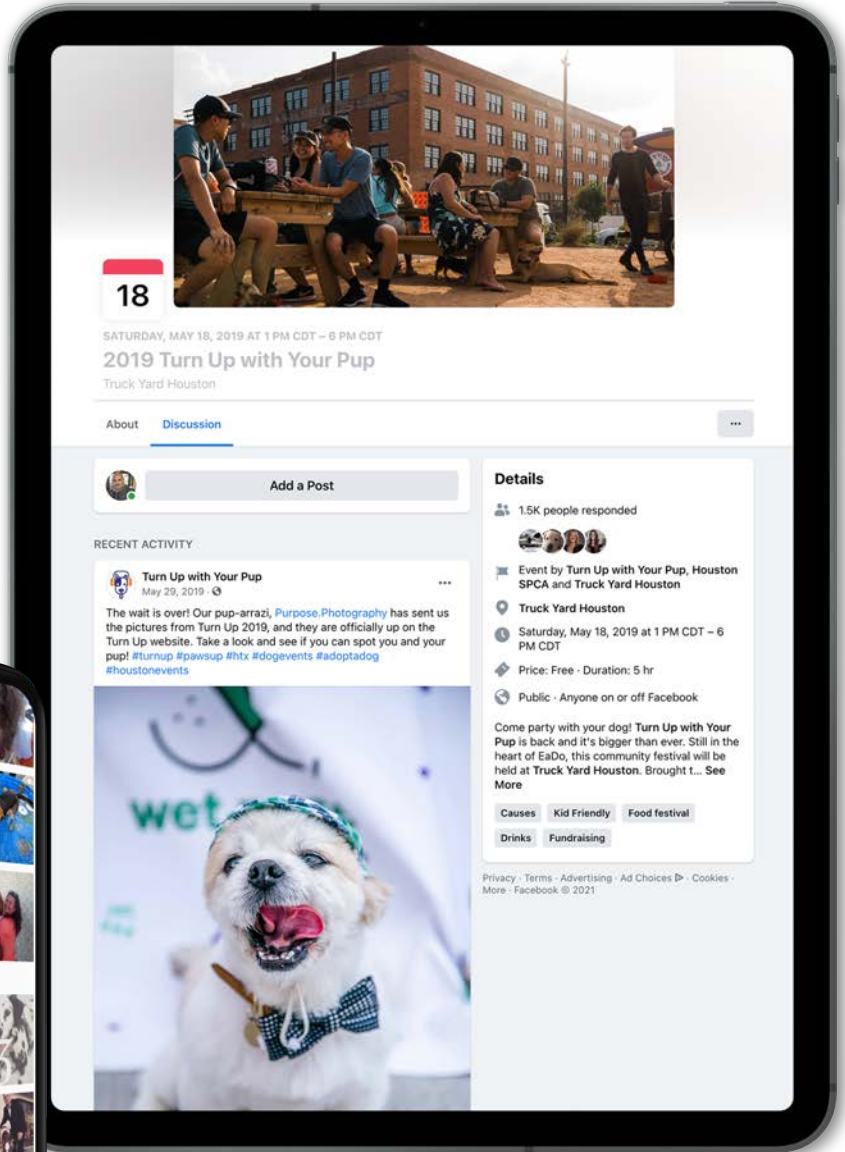
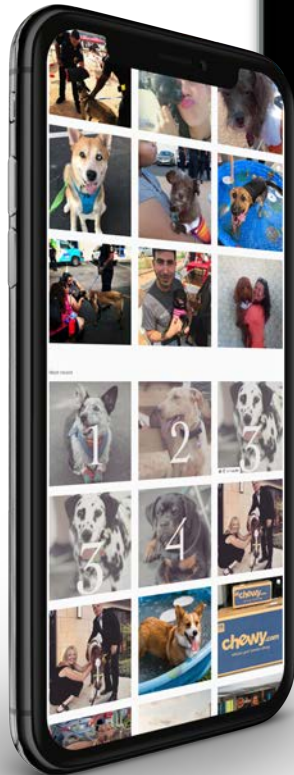
TRUCK YARD  
BREWS • GRUB • TUNES

\*Please make sure your furry friend is on-leash and up-to-date on vaccinations!

Event/Meeting Planning, Logistics, Organization, and Turnkey Production

Texas Wet Noses – Turn Up with Your Pup

Social Media Planning & Execution

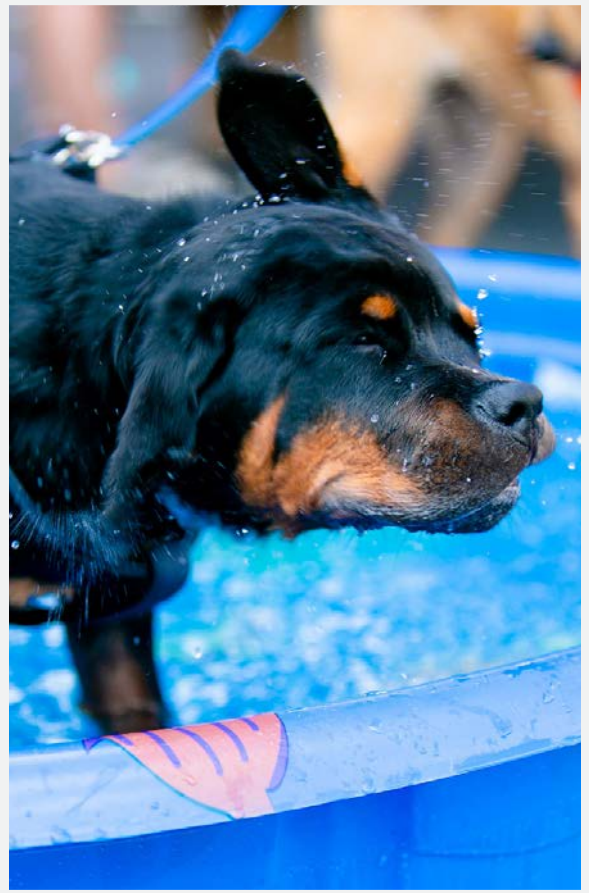


Event/Meeting Planning, Logistics, Organization, and Turnkey Production

Texas Wet Noses – Turn Up with Your Pup

Photography

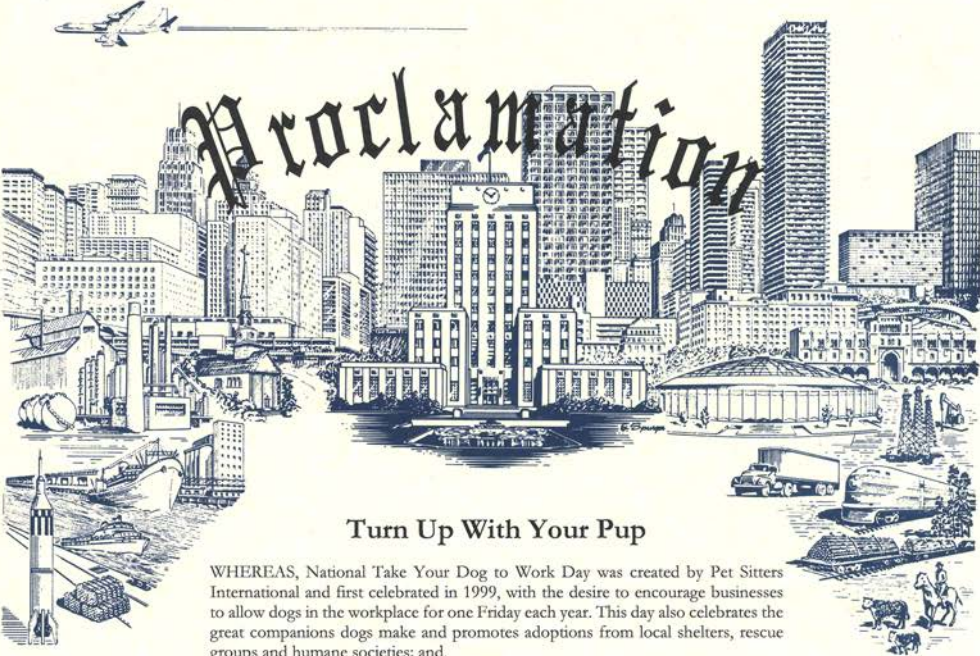
SAMPLES



Texas Wet Noses – Turn Up with Your Pup

City of Houston Proclamation

SAMPLES



## Proclamation

### Turn Up With Your Pup

WHEREAS, National Take Your Dog to Work Day was created by Pet Sitters International and first celebrated in 1999, with the desire to encourage businesses to allow dogs in the workplace for one Friday each year. This day also celebrates the great companions dogs make and promotes adoptions from local shelters, rescue groups and humane societies; and,

WHEREAS, on June 22, 2018, organizations and businesses throughout Houston will partner to celebrate National Take Your Dog to Work Day through the **Turn Up With Your Pup** event, benefiting Houston SPCA. This event invites the EaDo Houston community to come out with their pups for an evening of entertainment, and an opportunity to adopt a pup, promote local businesses, build community awareness and gain valuable connections; and,


WHEREAS, founded in 1924, Houston SPCA is Houston's first and largest animal protection organization and shelter, with the mission to promote commitment to and respect for all animals and free them from suffering, abuse and exploitation. Intervening on behalf of more than 50,000 animals each year, it provides the most comprehensive array of animal adoption, shelter, rescue, rehabilitation and other programs and services in the Gulf Coast area; and,

WHEREAS, the City of Houston commends all involved in **Turn Up With Your Pup**, and Houston SPCA for its tireless work in ensuring safer environments for dogs, and extends best wishes to all for a successful event.

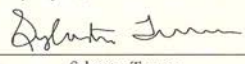
THEREFORE, I, Sylvester Turner, Mayor of the City of Houston, hereby proclaim June 22, 2018, as

### Turn Up With Your Pup Day

in Houston, Texas.



**In Witness Whereof**, I have hereunto set my hand and have caused the Official Seal of the City of Houston to be affixed this 7<sup>th</sup> day of June, 2018.



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Sylvester Turner  
Mayor of the City of Houston

# CASE STUDIES

# CASE STUDY 1:

Harris County Flood Control District (HCFCD) –  
Project Brays



## CASE STUDY 1: Harris County Flood Control District (HCFCD) – Project Brays

### Project Description

There's never a good time to talk about road closures, restricted bridge access or complex issues that add time and frustration to a community's day – but that's exactly what Satori was tasked with throughout our work on Harris County Flood Control District's (HCFCD) Project Brays. The communities along the 21-mile project were frustrated, disengaged and felt their feedback went unheard. Underscoring the mounting tension was the lack of a communication strategy, especially among the area's growing diverse populations. The existing materials for Project Brays had been created with a singular audience in mind, causing major disconnects in communication – a concern that was particularly problematic on their website.

In short, Project Brays needed to refine and implement a consistent communication strategy that was proactive, not reactive.

### Goals and Objectives:

- **Goal:** Facilitate stronger, more transparent lines of communication between the project and the community
- **Goal:** Increase the accessibility of our communications, inclusive of all populations
- **Goal:** Effectively, accurately and promptly communicate traffic updates to the commuting public
- **Goal:** Utilize behind-the-scenes content to engage the community and keep them informed
- **Goal:** Establish proper channels of communication for the public to learn more about Project Brays and the construction in their area

### Description of Target Audience:

- Community members living and working in various neighborhoods along Brays Bayou
- Men and women ranging from Millennial to Gen X
- Heavy Spanish speaking communities along Brays Bayou

### Market Research Approach & Methodologies:

#### Research

We began with a deep dive into audience analysis, developing audience personas to visualize who we were speaking to – and how we could serve them best. As a result of our research, which included online communication surveys and attendance at public forums, we discovered that ease of information and community-focused updates were at the top of their list. So, we devised ways to better connect with their feedback. Through strong navigation pathways, we led new and returning visitors to the resources they needed with minimal clicks, to reduce confusion and frustration. We prioritized accessible information, displaying answers to common questions and requests to save all parties time and effort. And rather than reacting defensively to public concerns, we built an active communication game plan – one that focused on transparency, accountability and understanding.

## **CASE STUDY 1: Harris County Flood Control District (HCFCD) – Project Brays**

### **Methodologies**

With the rollout of the HCFCD's Project Brays materials, we knew we had an opportunity to significantly streamline and improve public-facing communications for our client. With a new digital hub, we could create a much-needed resource for the surrounding community, demonstrating that beyond hearing their concerns, HCFCD was taking action to remedy their major pain points. With easy-to-find information and an extensive number of resources made accessible, we set out to:

- Update HCFCD's crisis communication plan
- Streamline the public meeting process
- Redesign their website to include ADA capabilities and new user experience functionalities
- Create a more targeted email list, allowing residents to update their communication preferences
- Develop the first social media communication plan for the project
- Launch a highly-targeted email campaign

### **Initial and Final Budget Totals:**

- Initial: \$50,000
- Final: \$200,000 + ongoing

### **Project Results/Met Project Goals:**

- Encouraged more active participation and investment from the community, including a 443% increase in meeting attendance
- Email click-thru rates > 4 times the industry (government) standard
- 10% increase in new monthly email contacts
- Website session times > 3 minutes, with an average of 6.68 pages viewed per session and a pages-per-session rate 150% higher than the industry (government) standard
- 15% increase in multicultural communications approval rating

### **The Aha Moment:**

Following the launch of the Project Brays digital publications, website and additional communication efforts, we measured our success against the benchmarks of increasing community satisfaction and perception of Project Brays. Our insights, gathered from 100+ interviews, proved a jump in positive feedback of more than **900%**.

Through this project, HCFCD learned that when it comes to flawlessly executed communication strategies, Satori is an ideal partner. That's why, at the start of the COVID-19 pandemic, they called us in to create a strategy and plan for the overarching HCFCD crisis communication response, and their resulting transition to remote public meetings.



**CASE STUDY 1:**  
**Harris County Flood Control District (HCFCD) – Project Brays**

**Perfecting a Small Set of Core Features**

Thanks to our extensive research and in-tune workflow, we strategically identified which channels would most effectively help us reach our goals. We built the campaign to prioritize these elements, while leaving enough flexibility for future growth and iteration. Here are a few of the most significant updates:

**Website Concepting, Design, Launch and Maintenance**

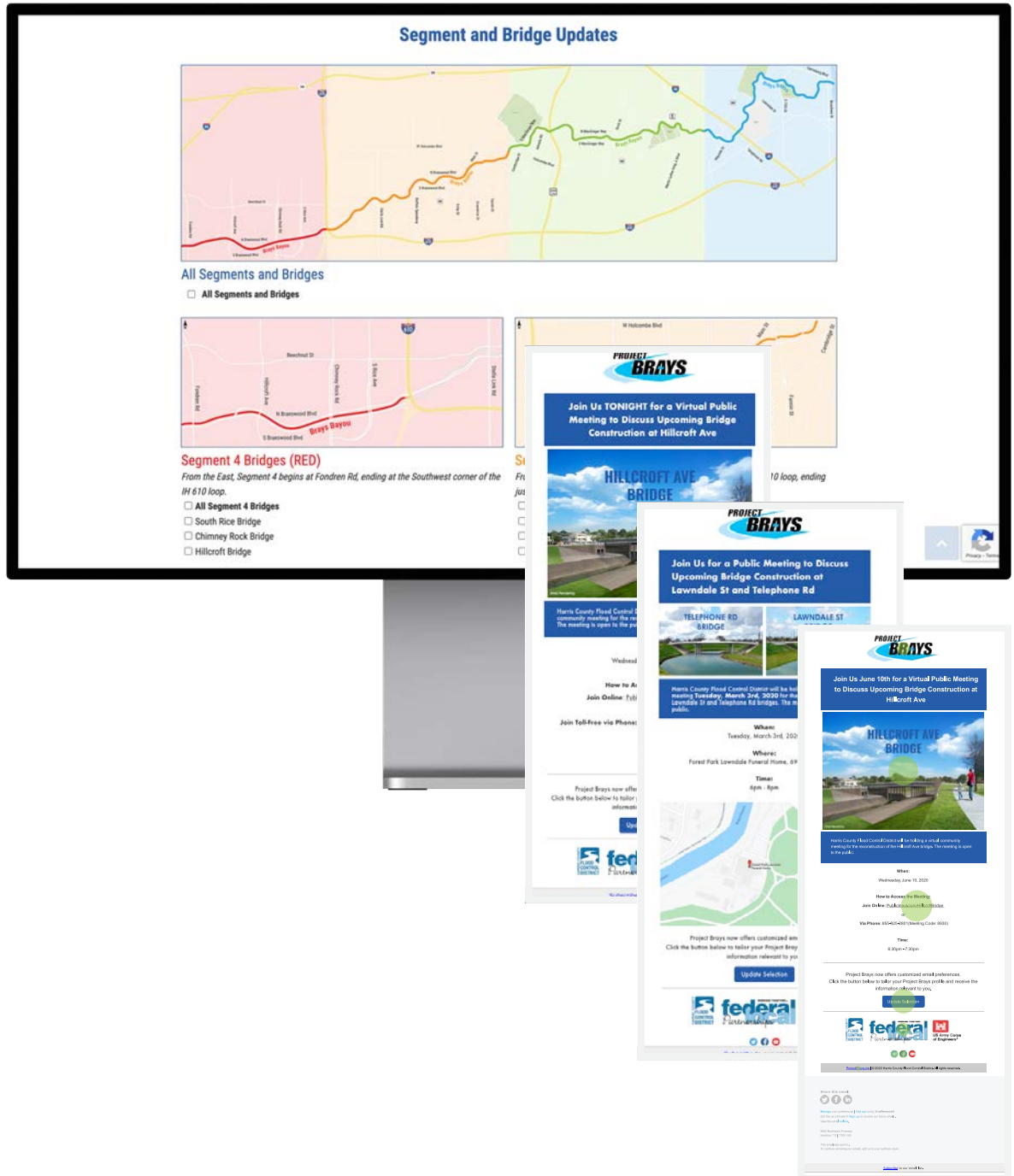
One of our core updates to the project was a completely redesigned ProjectBrays.org website that features can't-miss quick links to the most sought-after information: construction updates, the information opt-in form and the progress videos of various bridges of the project. Combined with a robust search functionality, residents can quickly access anything Project Brays they're looking for, from detours to estimated construction timelines to contact information.



## CASE STUDY 1: Harris County Flood Control District (HCFCD) – Project Brays

### Targeted Email Campaigns & List

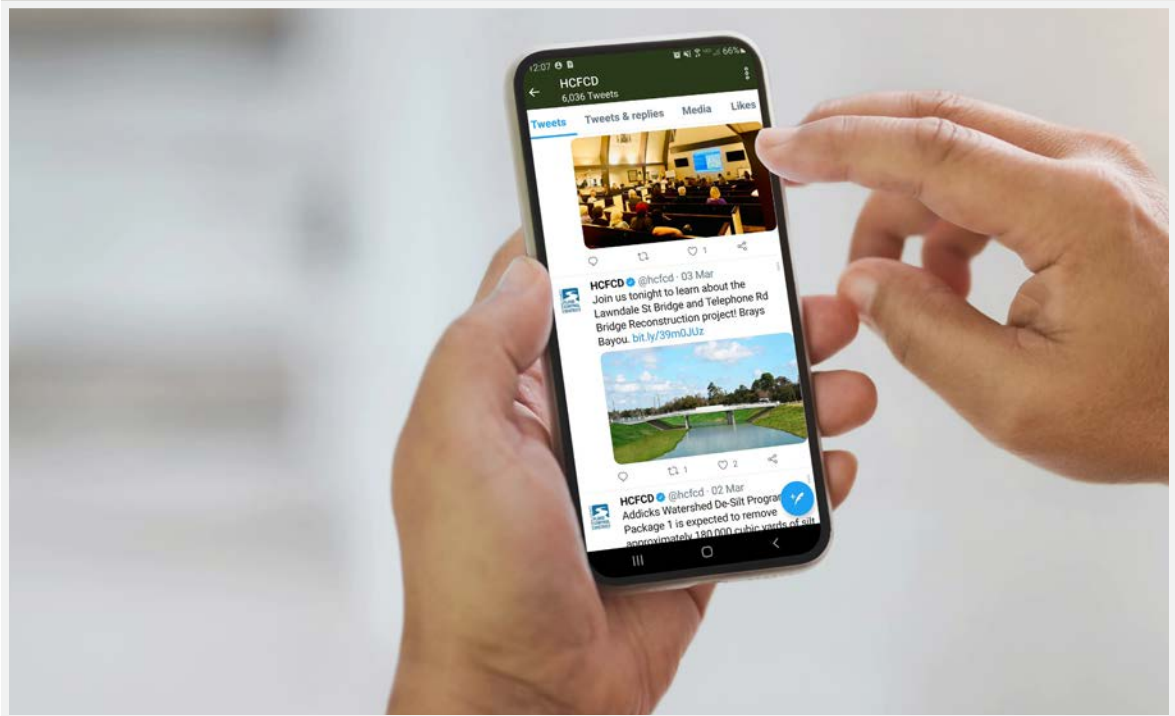
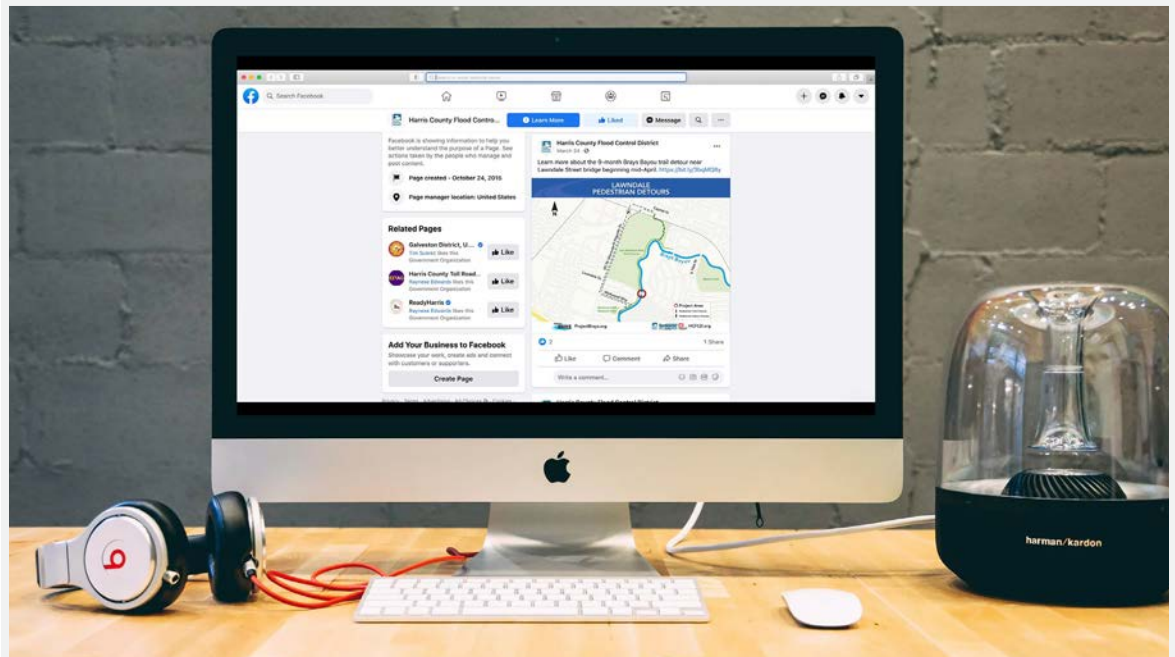
We believe one of the greatest ways to connect with a greater audience is to let them choose how they interact with you. That’s why we implemented more targeted digital and email communication for Project Brays – all with clear, aligned branding and messaging. With this refreshed approach, residents were able to subscribe to emails based on segment options or individual bridges, maximizing the relevancy and open rate of each email and ensuring that we only sent our audience the information most helpful to them.



**CASE STUDY 1:**  
**Harris County Flood Control District (HCFCD) – Project Brays**

**Social Media**

To deliver on our community promise to provide clear, comprehensive and transparent communication, we had to get social. Tapping into Facebook, Twitter and YouTube opened up two-way communication, making visual progress updates and instant information accessible from anywhere. That said, because local residents were able to locate information independently with greater success, the previous back-and-forth experienced by HCFCD in the past was virtually eliminated.



# CASE STUDIES

## CASE STUDY 1: Harris County Flood Control District (HCFCD) – Project Brays

Audience Demographics Study



# CASE STUDIES

## CASE STUDY 1: Harris County Flood Control District (HCFCD) – Project Brays

Audience Personification



# CASE STUDIES

## CASE STUDY 1: Harris County Flood Control District (HCFCD) – Project Brays

### Brand Style Guide





# CASE STUDIES

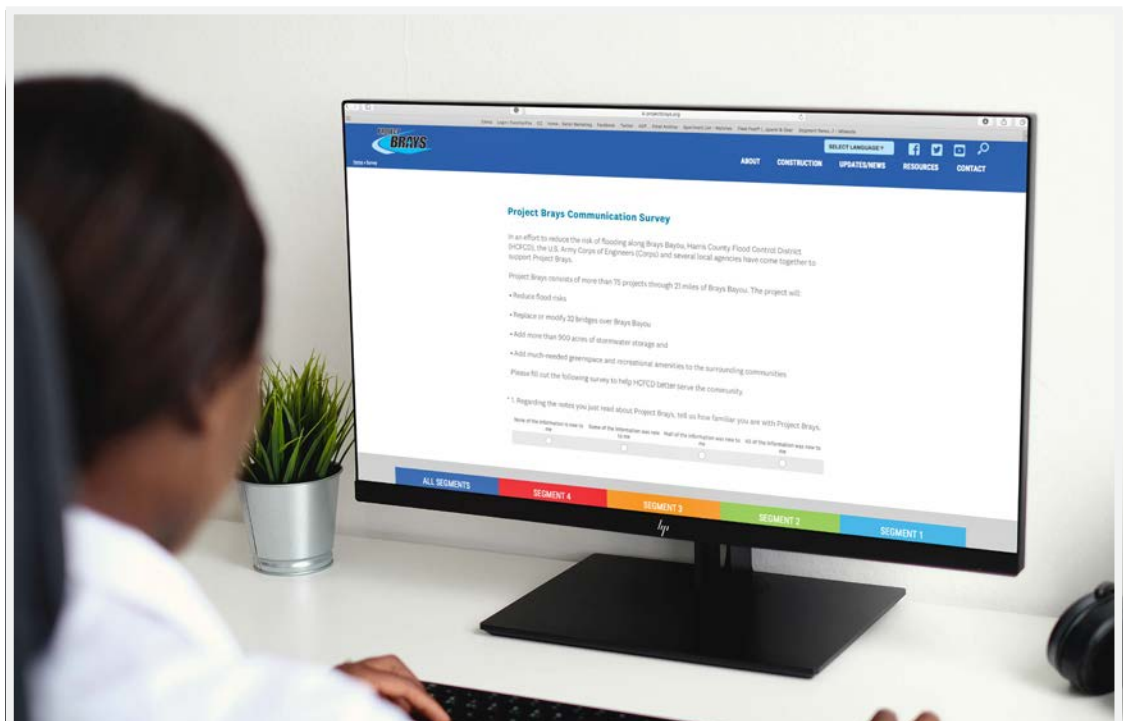
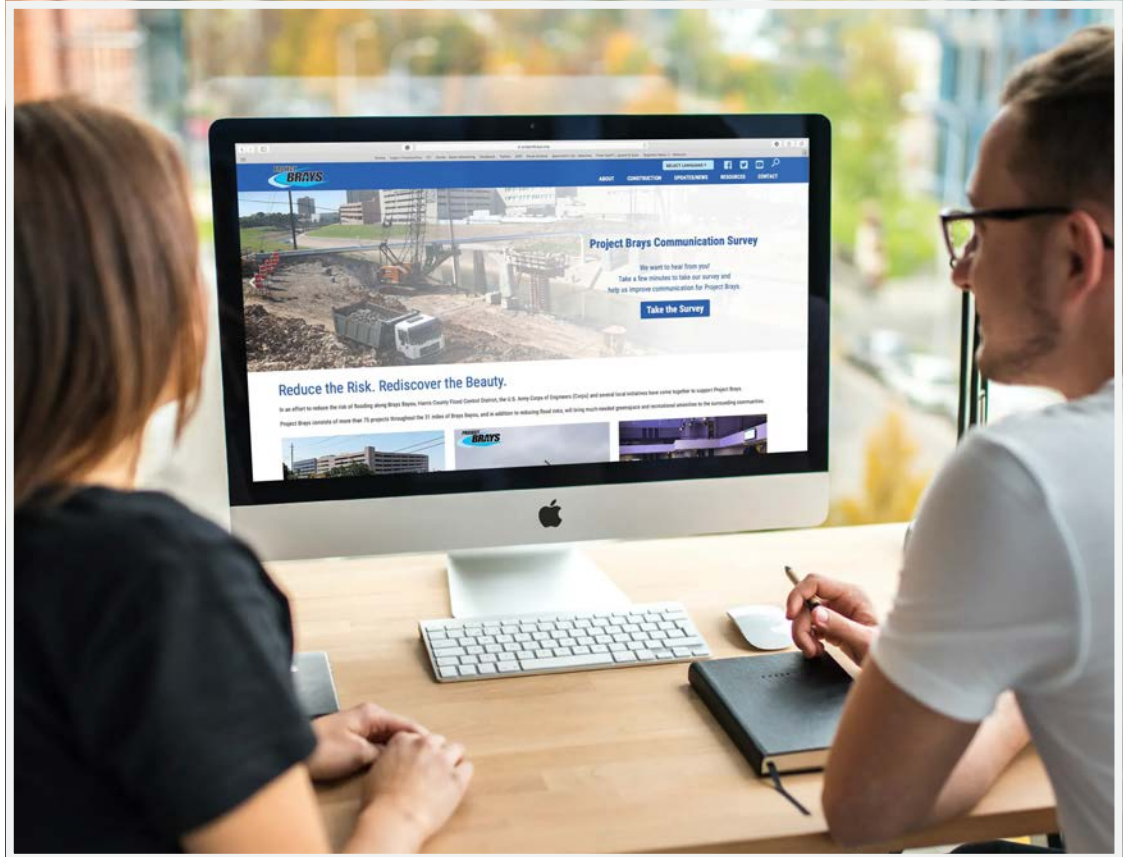
## CASE STUDY 1: Harris County Flood Control District (HCFCD) – Project Brays

Analytics Report



## CASE STUDY 1: Harris County Flood Control District (HCFCD) – Project Brays

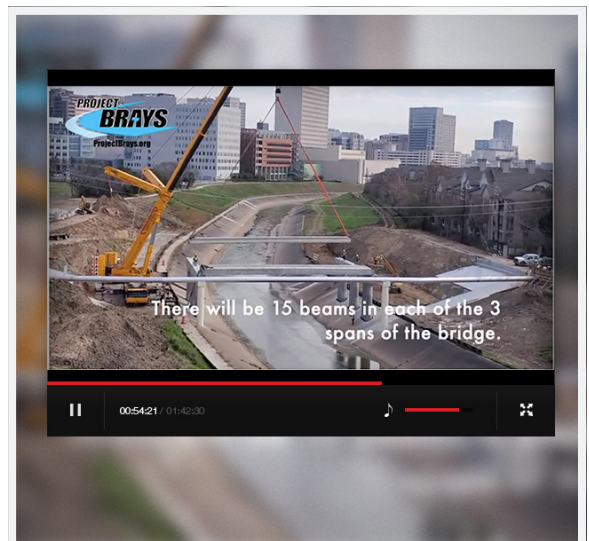
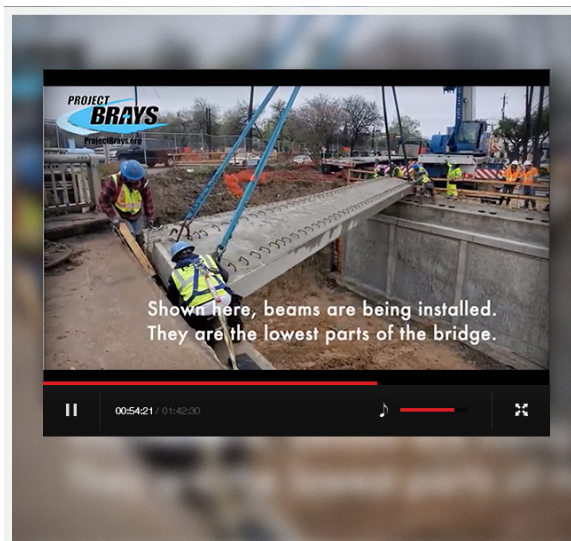
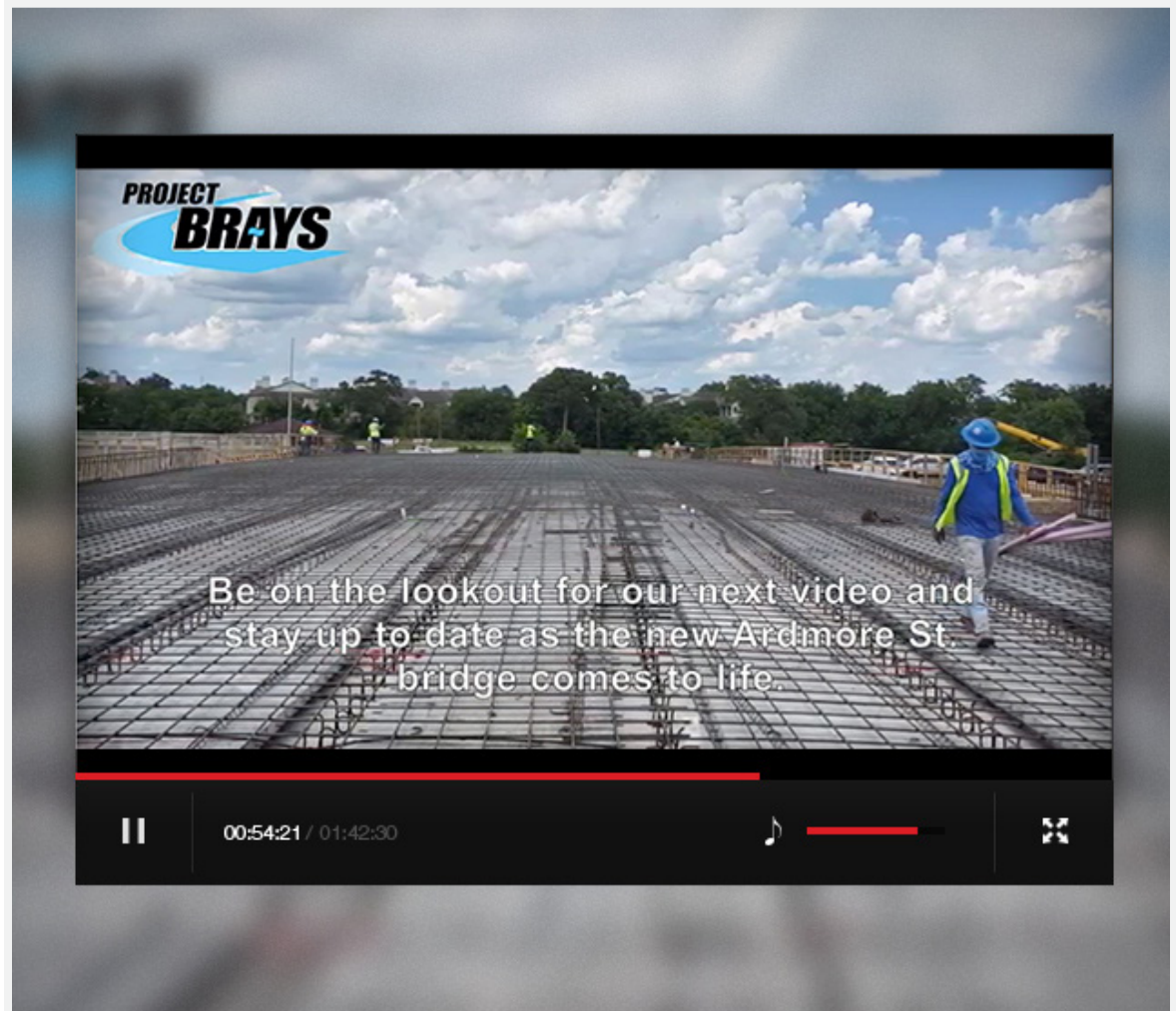
### Survey Webpages



# CASE STUDIES

## CASE STUDY 1: Harris County Flood Control District (HCFCD) – Project Brays

Video Production



## CASE STUDY 1: Harris County Flood Control District (HCFCD) – Project Brays

FAQ Sheet



# CASE STUDY 1: Harris County Flood Control District (HCFCD) – Project Brays

Exhibit Maps



# CASE STUDY 2:

## TxDOT SH 288 Express Toll Lanes Project (Drive288)

## CASE STUDY 2: TxDOT SH 288 Express Toll Lanes Project (Drive288)

### Project Description

Throughout our almost five-year tenure as the Agency of Record on the TxDOT SH 288 Express Toll Lane Project (Drive288), we provided a full scope of services, from integrated advertising campaigns with out-of-home (OOH) and digital deliverables to a complete website. Along the way, we bolstered our efforts with newsletters, lane closures, photography and videography, visual identity and branding, collateral development, a robust style guide and so much more.

Adding 10 miles of toll lanes to one of the busiest highways in the Houston area, this almost \$1 billion TxDOT project inevitably led to traffic delays and other area frustrations. We set out to reshape the narrative over the course of this multi-year, multi-faceted communications challenge by keeping the public informed, invested and interested in the progress of the project. From behind-the-scenes content to grand opening event photography, our content allowed us to effectively tell Drive288's story.

### Goals and Objectives:

- **Goal:** To facilitate strong, trusted communication between the Drive288 project and the public from across Texas who regularly drive the highway.
- **Goal:** To innovate the approach to highway/transportation communications, finding new, modern ways to meet people where they are – while speaking to them in plain, jargon-free language.
- **Goal:** To seamlessly transition from construction to tolling, educating the public about managed lanes through comprehensive communication efforts.

### Description of Target Audience:

- Business owners and community members of the 10+ mile long highway
- Commuters to the Medical Center, universities, Downtown Houston, Pearland and more
- The general public throughout Houston and beyond

### Market Research Approach & Methodologies:

#### Research

Two things were abundantly clear when we broke ground on Drive288: First, we realized that before we could roll anything out, we needed to know who we were talking to. Second, with the construction being a multi-year, multi-phase living project, we wanted to focus on a future-proof solution to optimize our client's budget, time and workflow. Next, we informed our strategy by conducting extensive, integrated research to develop audience personas.

One pain point we found kept resonating across all of our audiences, from resident to contractor, was they experienced frustration from information being difficult to find. We used these insights to devise clean, straightforward deliverables that worked harder to communicate information, using both text and visuals.

## CASE STUDY 2: TxDOT SH 288 Express Toll Lanes Project (Drive288)

### Methodologies

By keeping the work clean and being proactive about our messaging, we spotlight information through interactive and visual elements. These helped our audience easily locate and retain important details, while using photography, email campaigns, social media and other elements to make them feel included in the project's progress. Part of our strategy was to actively deploy communications, informing the public of updates and potential inconveniences to minimize frustrations as much as possible.

- **Unconventional tactics:** We wanted to reach the most people in the shortest amount of time. That led to us spearheading one of the first TxDOT projects that introduced text messages as a communication vehicle.
- **Robust email marketing:** Our list was segmented by portion of the highway affected by construction. We used an email platform that guaranteed high deliverability and data security, while remaining user-friendly and easy to navigate.
- **Social media presence:** We created profiles on all major platforms to reach various driver demographics, including online reputation management and customer service.
- **Collateral print:** The team developed a full spread of print pieces, including brochures, flyers, door hangers, postcards and even a Children's Activity Book that adhered to brand standards.

### Initial and Final Budget Totals:

- Initial: \$15,000
- Final: \$650,000 + Ongoing

### Project Results/Met Project Goals:

- Website with over 64 pages of content created & 47 image galleries
- Day-to-day communication efforts that included more than 5,000 lane closures and 2,500 ramp closures & U-turn closures and alerts
- Over 500,000 page views and over 300,000 emails opened
- 340,000+ text messages deployed
- 13+ communication awards, including Hermes Awards, Communicator Awards, dotCOMM Awards, AMA – Houston Crystal Awards, IABC – Bronze Quill Awards and the Viddy Awards

### The Aha Moment:

To date, the Satori team has been contracted for a subsequent design-build project: the TxDOT Harbor Bridge Project in Corpus Christi. Our clients cite our collaborative process, project management proficiency, audience prioritization and transparent communication as a few of the reasons they continue to choose Satori.



**CASE STUDY 2:  
TxDOT SH 288 Express Toll Lanes Project (Drive288)**

**Website Concepting, Design, Launch and Maintenance**

To make the complex simple, our team developed a straightforward solution that involved concepting, designing, coding, building and maintaining Drive288's website over four years, start to finish. Throughout the various phases, their primary focus evolved from construction into tolling, and we expanded the site to reflect their priorities regularly. We incorporated thoughtful content schemes to help guide users through the categories, connecting information seamlessly and offering an unparalleled user journey in compliance with ADA standards. Then, we executed site optimization to enhance the experience further, shaving off each redundant second from the site's load time. After launch, our web team methodically handled updates, content changes, security and additional maintenance to keep the site in pristine condition.



**This website is no longer maintained by Satori Marketing, LLC.**

## CASE STUDY 2: TxDOT SH 288 Express Toll Lanes Project (Drive288)

### Corporate Branding Packages

Our project couldn't get rolling without a solid identity. We developed a name, logo and associated branding elements to tie all parts of this project together. Working with the client, we established a friendly, approachable brand voice that communicated clearly.



**CASE STUDY 2:**  
**TxDOT SH 288 Express Toll Lanes Project (Drive288)**

**Event Coordination**

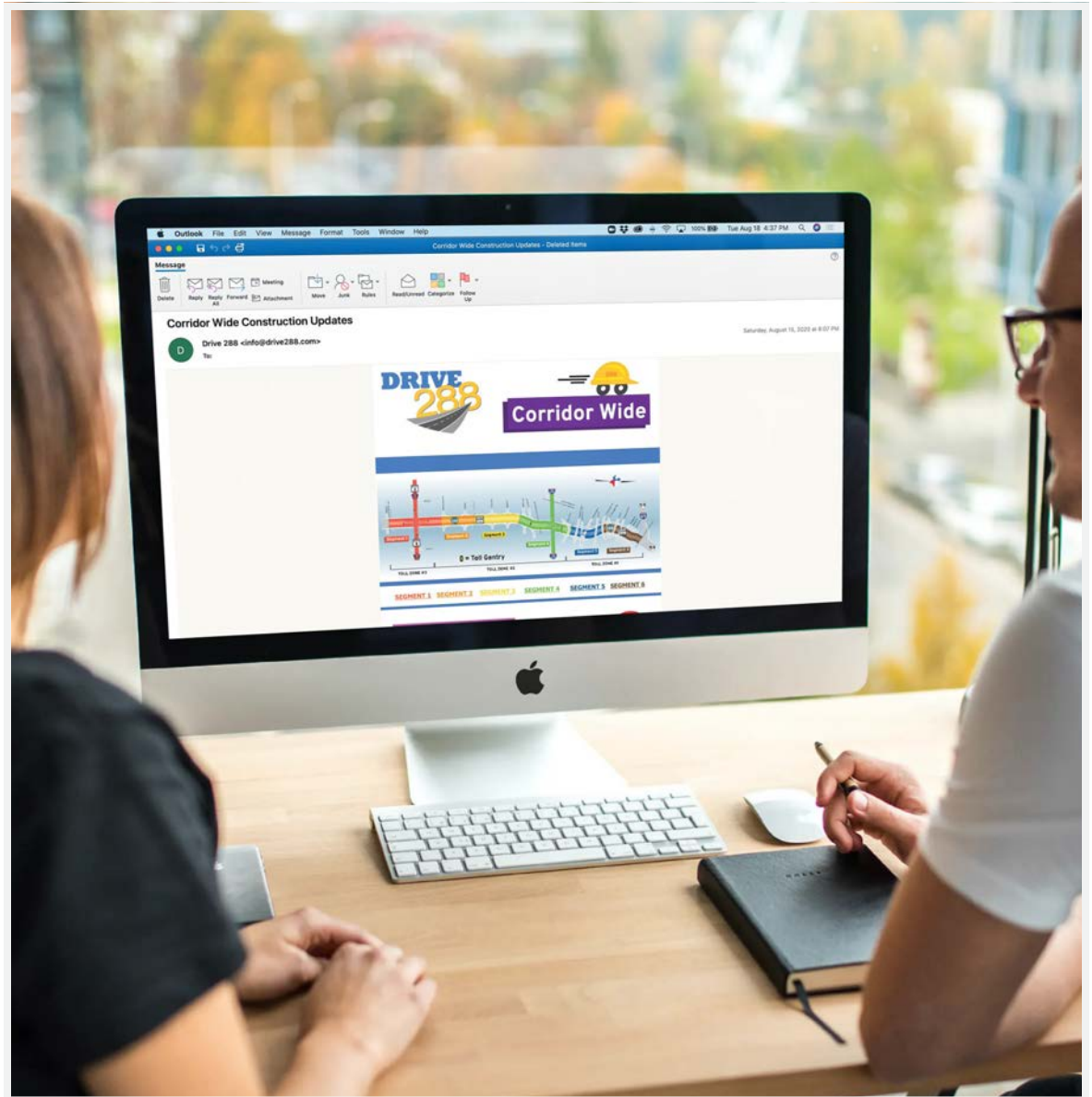
For several events, from the announcement of this project through construction, Satori coordinated and assisted with planning, organizing and creating collateral materials. This included branded programs, flyers, logo-inspired baked goods, branded bottled water, award-winning press kit, photography and more.



## CASE STUDY 2: TxDOT SH 288 Express Toll Lanes Project (Drive288)

### Email Marketing

Our primary method for communicating lane closures and traffic alerts was a robust email marketing list. Segmented by portions of the highway affected by construction, drivers could select their area of interest and receive frequent updates on planned closures, as well as any emergency communication.



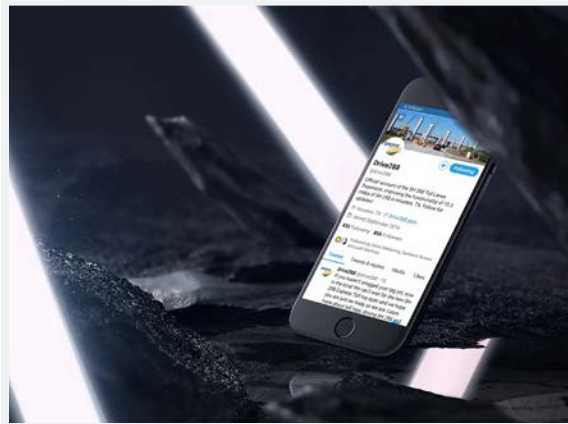
## CASE STUDY 2: TxDOT SH 288 Express Toll Lanes Project (Drive288)

### Social Media Development & Maintenance

In an effort to share information about the project with such a broad audience, we created social media profiles for Drive288 that could reach different demographics of our drivers. For example, Twitter typically reaches a younger audience than Facebook, LinkedIn reaches more of a professional audience, etc. By sharing information about the project, tailor-made for each platform, we were able to communicate with our audience where they were.

### Online Reputation Management

Almost no one likes highway construction. That means we had to be ready for comments and interactions from people who weren't our biggest fans – it's never fun, but it's unavoidable. Rather than react in the moment, our team was proactively prepared with a client-approved response guide, resources to share for common questions and concerns and a clear path to deescalate. Most of the noise was handled easily, allowing the commenters who needed pertinent information to be heard.



**CASE STUDY 2:**  
**TxDOT SH 288 Express Toll Lanes Project (Drive288)**

**Collateral Development**

There was no shortage of collateral for this project, including flyers, print pieces, digital banners and more. No matter the medium, we ensured everything the client needed throughout the life of the project adhered to the brand standards and met our high standards.



## CASE STUDY 2: TxDOT SH 288 Express Toll Lanes Project (Drive288)

### Graphic Design & Illustration

From a children's coloring book to business cards, a hard hat mascot to an interactive map of the construction project, our team designed the graphics for this project to not only be engaging, but also functional for everyone who interacted with them.



**CASE STUDY 2:**  
**TxDOT SH 288 Express Toll Lanes Project (Drive288)**

**Video Production**

Our team used a mix of photography, video, drone video and post-production to capture the end-to-end process of Drive288. One of the standout deliverables from this campaign included produced content that shared project engineers' perspectives into how a project of this size is constructed, complete with team profile spotlights and more.





# CASE STUDY 3:

## TxDOT US 181 Harbor Bridge Project

### **CASE STUDY 3:** **TxDOT US 181 Harbor Bridge Project**

#### **Project Description**

The US 181 Harbor Bridge Project in Corpus Christi had an image crisis. With climbing maintenance costs, a higher-than-average accident rate and a structure that wasn't public-friendly for pedestrians and cyclists, it was in dire need of a solution. But with the public already having a negative perception of the bridge's path and the communities affected, the cost of a new bridge was sure to be a tough sell. They called on Satori to control the conversation, putting a public spin on the project through a website redesign, social media community engagement, map design and collateral design. Framed by the messaging of aspirational growth throughout Corpus Christi, we leveraged local businesses and community influencers to garner support.

#### **Goals and Objectives:**

- **Goal:** To increase public support for the new bridge and support the message of growth within Corpus Christi
- **Goal:** Control the conversation about traffic detours and closures, ensuring maps and text were clear and easy to understand
- **Goal:** Strategize ways to get locals more invested in bridge outreach initiatives including Sidewalk Talks, Sign Your Name events, public events at the precast yard and more.
- **Goal:** Utilize behind-the-scenes content to engage the community and keep them informed

#### **Description of Target Audience:**

- Corpus Christi residents affected by construction
- Texans interested in project job openings
- US Highway 181 commuters

#### **Market Research Approach & Methodologies:**

##### **Research**

Through the use of industry-leading research tools, we extracted thorough target demographic data including user behaviors, patterns and interests about our audiences. From this information, we drew specific insights to inform our approach – like implementing a mobile-first responsive website design. We also initiated effective communication channels, like email and social media, for communicating the traffic and construction updates along the way. Finally, to garner as much community-wide interest as possible, we identified numerous ways to launch outreach efforts among various audiences.



### CASE STUDY 3: TxDOT US 181 Harbor Bridge Project

#### Methodology

Our overall strategy was rooted in public engagement. We wanted the community to see the positive effects of the new project, so we worked to get them invested in its progress.

The specific tactics we used to drive engagement included:

- Focusing on a friendly look and feel to better connect with community
- Prioritizing working with local outlets to help support the message of growth
- Establishing social media profiles that could reach different demographics of drivers, which included online reputation management
- Development of collateral materials from kickoff through construction
- Easy-to-read maps for the public, a Fun Fact sheet to engage people with the project, all press kit materials, door hangers, folders, supplemental materials for Sidewalk Talks and more
- Creating a “Currently Hiring” campaign, which sought to draw attention to available job openings for a state-wide audience
- Included logo design, style guide, social media ads, a landing page, email design, billboards and banners.

#### Initial and Final Budget Totals:

- Initial: \$15,000
- Final: \$105,000 + Ongoing

#### Project Results/Met Project Goals:

- 171,000+ website page views
- Above-average site time duration
- A 23% increase in job applications for the Harbor Bridge Project
- Significantly reduced response time to community questions and concerns on social media
- A total reach of over 25,000 for **each** Facebook Sidewalk Talk event page
- An above average social media engagement rate (government pages) of 15%

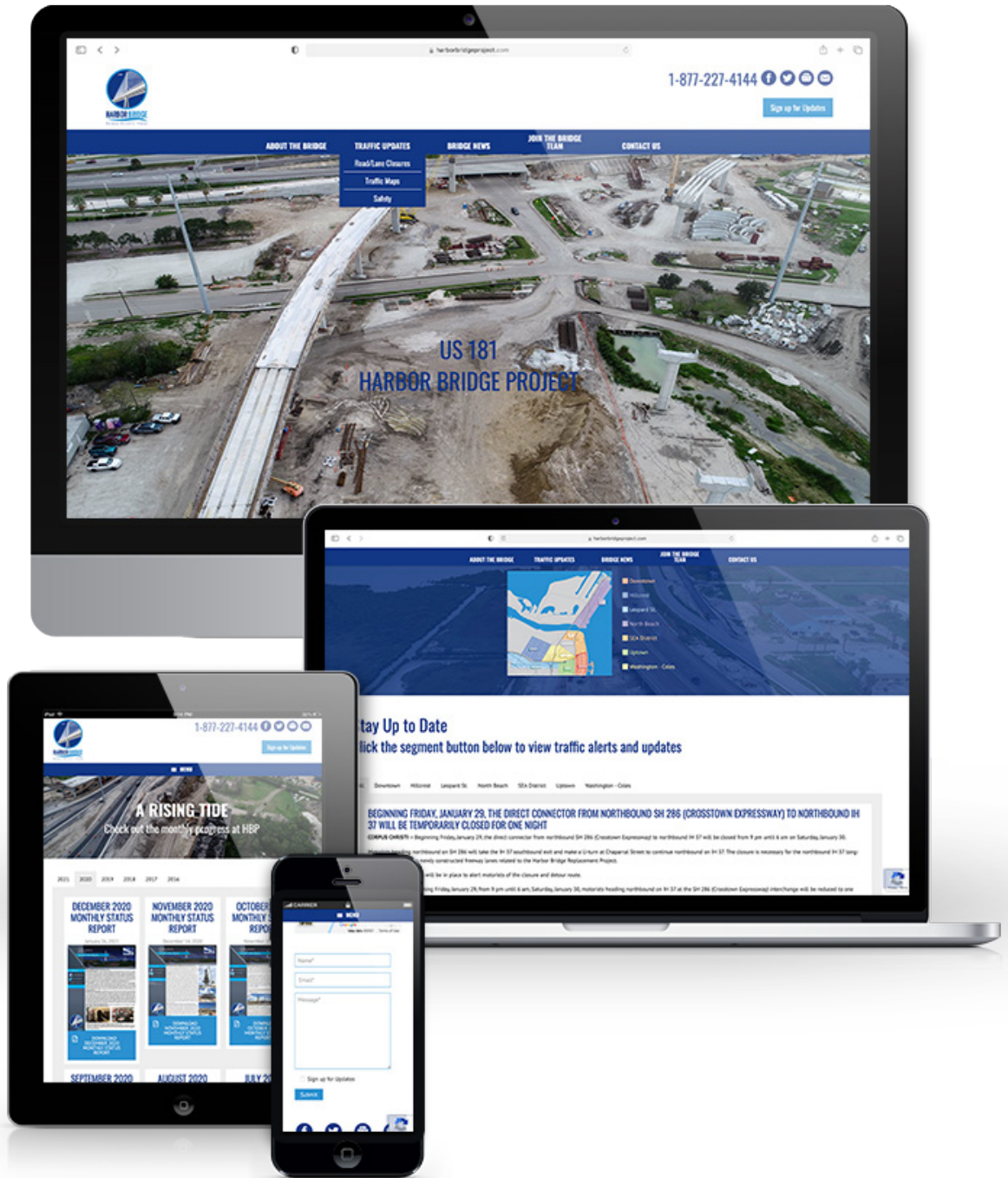
#### The Aha Moment:

One of the tactics Satori conceived for this campaign was a social media initiative called Sidewalk Talks. These were Saturday morning events that invited the public to visit the project – in person or virtually – and directly engage with the engineers and project managers about its progress. After its impressive success, the client increased the frequency of the Sidewalk Talks to include a weekday option, with digital submission forms to submit interactive Q&As for their live sessions.

## CASE STUDY 3: TxDOT US 181 Harbor Bridge Project

### Website Concepting, Design, Launch and Maintenance

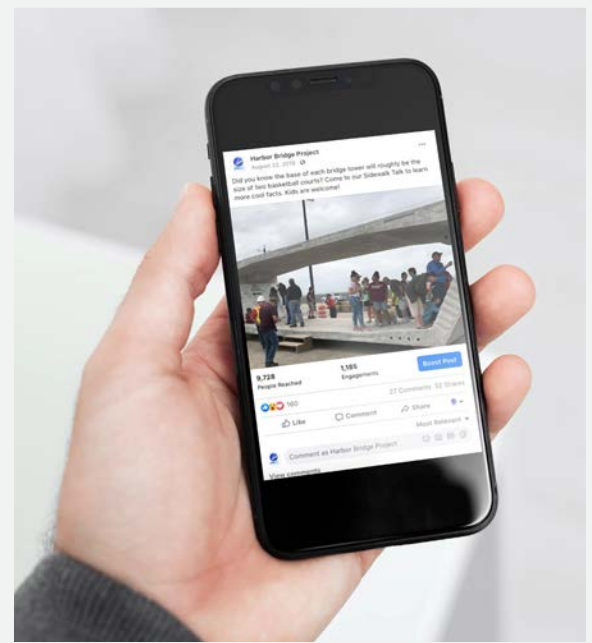
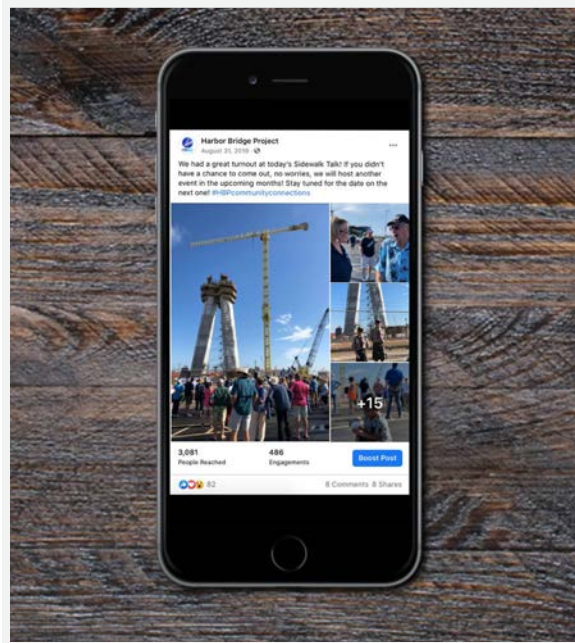
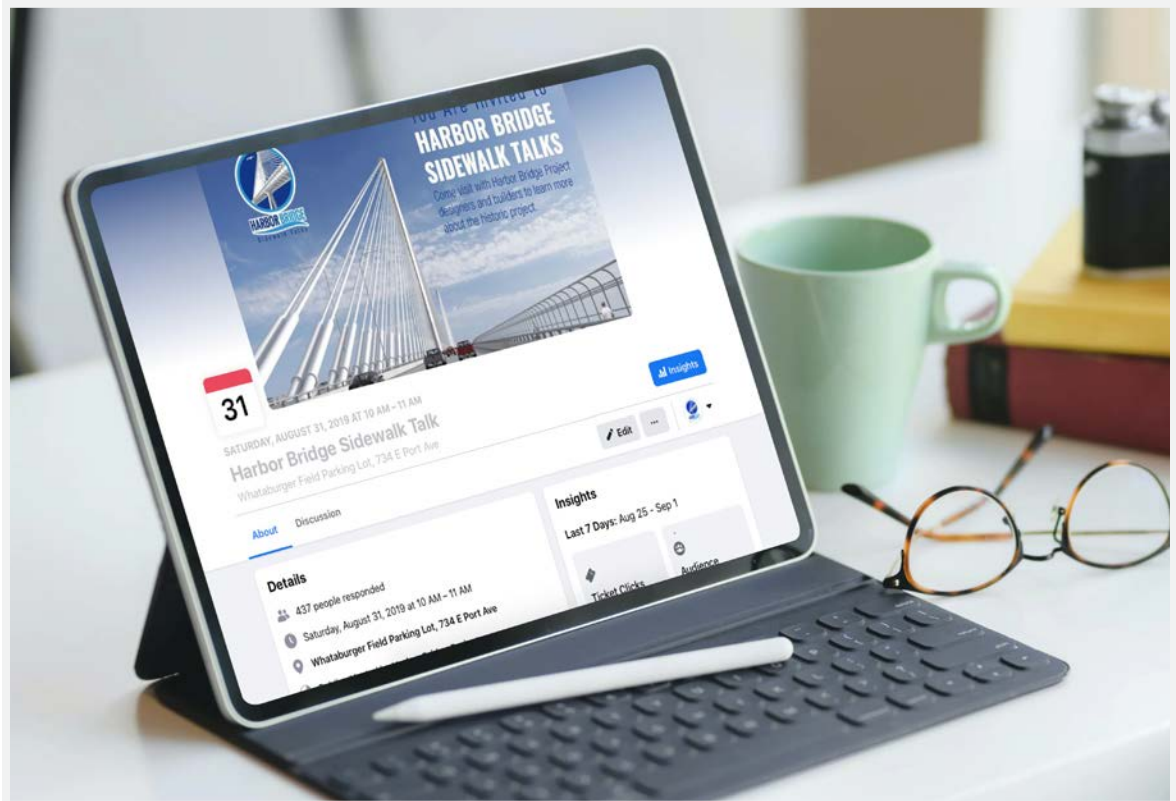
The project's existing website had been compromised (Nope, it wasn't one of ours!), so Satori designed a secure, user-friendly and ADA-Compliant version from the ocean up. With additional content that better told the story about why the bridge was a necessity and new custom map graphics that clearly showed the construction changes, this website allowed the public to easily keep up with the progress of the new and improved Harbor Bridge.



**CASE STUDY 3:**  
**TxDOT US 181 Harbor Bridge Project**

**Social Media**

Satori created social media campaigns for the Harbor Bridge Project’s Sidewalk Talks, engaging Saturday morning events that allowed the public to come visit the project and speak with the engineers and project managers about the progress being made. Our work included concept and design, social media content calendar, copywriting, execution and maintenance.



**CASE STUDY 3:**  
**TxDOT US 181 Harbor Bridge Project**

**Corporate Branding Packages**



**CASE STUDY 3:**  
**TxDOT US 181 Harbor Bridge Project**

**Print and Digital Advertising**

Satori's in-house graphic designers and creative team worked with our client at TxDOT to create advertising when needed, including social media, print ads and additional collateral.



**CASE STUDY 3:**  
**TxDOT US 181 Harbor Bridge Project**

**Graphic Design & Illustration**

Our team created the Currently Hiring logo, branded materials and all collateral materials needed for the project. By ensuring all materials for the hiring campaign and the overall marketing project were aligned, we gave the Harbor Bridge Project an engaging, friendly design that allowed this construction project's innovative nature to stand in the forefront.





## CASE STUDY 3: TxDOT US 181 Harbor Bridge Project

### Collateral Development

This multi-year project required a significant amount of collateral materials from kickoff through construction to meet all the needs of its audiences, from the traveling public to construction vendors or those interested in factual information about the bridge itself. Our Satori team developed easy-to-read maps for the public, a Fun Fact sheet to engage people with the bridge project, all press kit materials, door hangers, a two-pocket folder, supplemental materials for the Sidewalk Talks (postcards, social media graphics, etc.) and more.

