

ENVISION CREATIVE



*Nighthawk*

# BRAND TRANSFORMATION CASE STUDY

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# THE CLIENT

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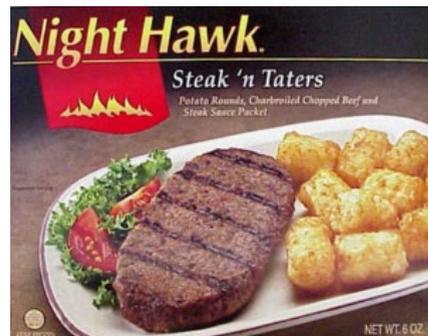
For more than 50 years, Night Hawk Frozen Foods has produced and distributed wholesome, convenient meals across Texas, featuring delicious charbroiled beef patties. Their story began in 1965 when the Night Hawk Restaurant in Austin, Texas started producing their most popular meals as frozen dinners for local grocery stores. Now a beloved staple in grocery store aisles across the state, and with a fiercely loyal following, Night Hawk has grown to include a wide variety of tasty, protein-packed, homestyle dinners.

**“The work that Envision did resulted in a 20% increase in our sales, overnight.”** - Scott Logan, COO at Night Hawk Foods

# THE CHALLENGE

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Night Hawk had a small market share of younger demographics and an outdated aesthetic that featured a 20-year-old logo and packaging designs. With virtually no digital presence to speak of, Night Hawk's messaging didn't resonate across demographics, causing sales to stagnate.



The Envision team recognized that the most critical aspect of successfully rebranding Night Hawk would be to capture a youthful energy that honored the brand's qualities loved by loyal customers.

**“We started working with Envision Creative after being introduced to the capabilities of the team and we saw the benefits of working with a young, vibrant team with fresh, new ideas for our brand.”**

- Scott Logan, COO at Night Hawk Foods

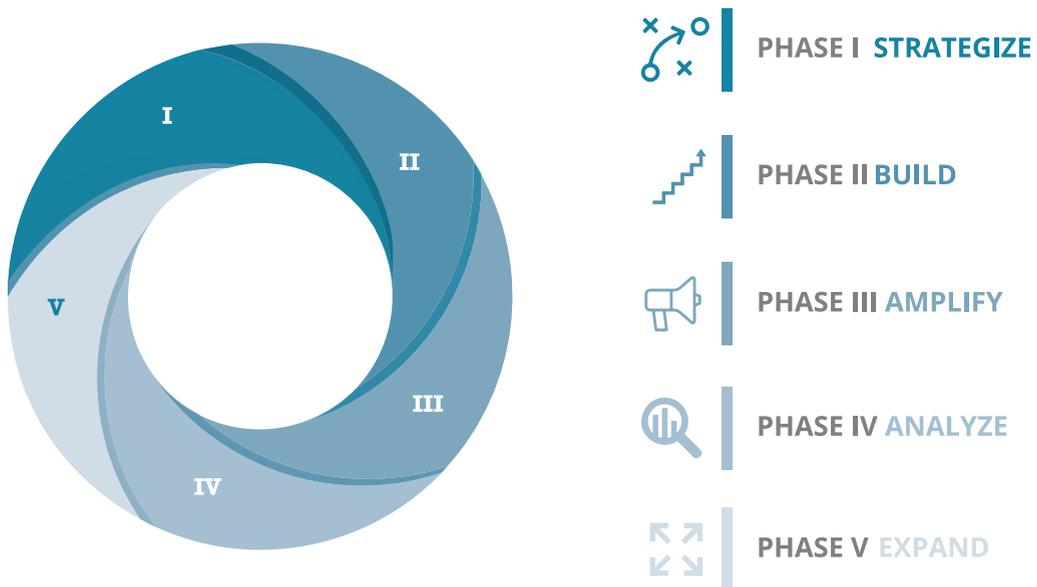
Night Hawk's aged packaging design and dated logo required immediate help. The face of the brand needed to communicate the “charbroiled goodness” of their products without relying too heavily on nostalgia. Customers had to want to purchase a Night Hawk meal, with or without the motivation of fond memories.

# THE CHALLENGE

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Throughout the rebranding process, Envision executed five crucial phases that accomplished three main goals:

## 5 PHASES



## GOALS

1. Revitalize the Night Hawk brand
2. Grow an online audience of brand advocates
3. Stimulate sales growth

# STRATEGIZE PHASE

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The plan of action commenced with creation of a strategy. Using a series of research methods, including personal interviews, surveys, and consumer analysis, Envision developed Night Hawk's new market positioning. The brand's current and ideal audience were defined using demographic characteristics, such as consumer behavior and brand loyalties.

After analyzing the collected data, Envision's team identified Night Hawk's brand pillars, voice, and messaging. Additional marketing opportunities in the digital arena and beyond were also identified

## HOW WE HELPED:

- **Discovered unique marketing opportunities**
- **Defined brand positioning and voice**
- **Identified the demographic characteristics of Night Hawk's audience**

# BUILD PHASE

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With a strategy in place that targeted Night Hawk's desired audience, Envision establishing a robust brand foundation by focusing on two main objectives:

## MAIN OBJECTIVES:

1. Modernize Night Hawk's brand perception
2. Build a loyal audience of online advocates

Modernizing the audience's perception of Night Hawk required a complete overhaul of the brand's identity, messaging, and product packaging. Partnering with a local food stylist, Envision produced drool-worthy food photography that was used in the new website and packaging designs.

**"After launching the new look, we saw double-digit sales growth overnight, which then opened the door to additional opportunities with increased distribution and promotions, a huge success!"**

- Scott Logan, COO at Night Hawk Foods

# BUILD PHASE - LOGO

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THE OLD



THE NEW

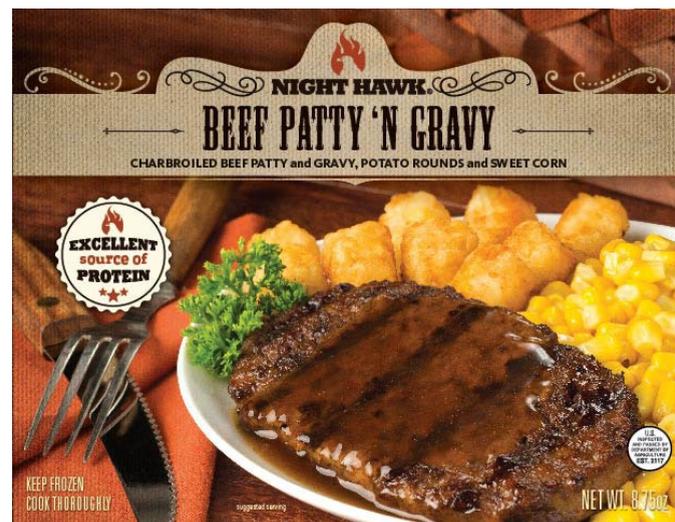


# BUILD PHASE - PACKAGING

## THE OLD

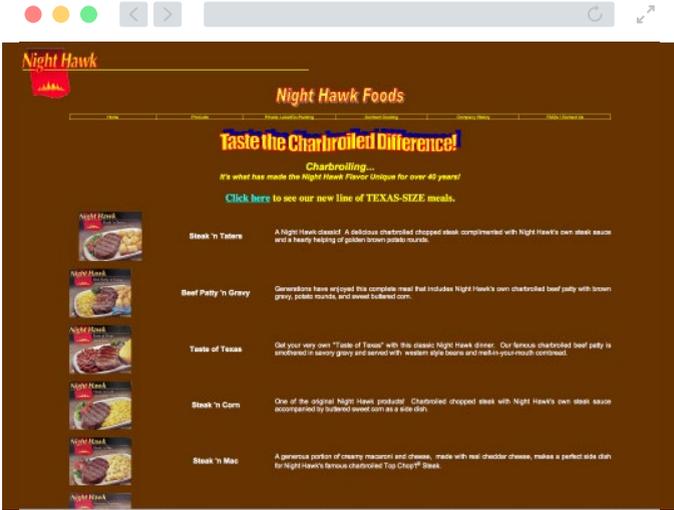


## THE NEW

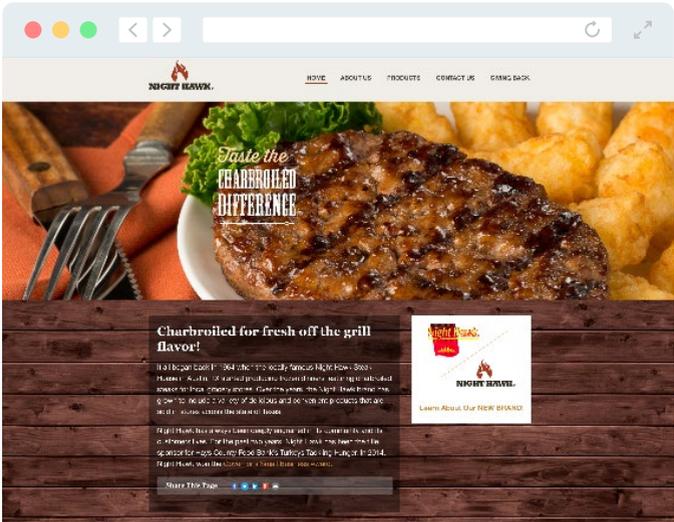


# BUILD PHASE - WEBSITE

## THE OLD



## THE NEW



# BUILD PHASE - SOCIAL MEDIA

To establish Night Hawk's social media presence, Envision introduced an energetic, witty voice that both captivated younger demographics and resonated with the existing audience. Envision then developed a mixture of creative social ads that harnessed Night Hawk's new voice. These efforts drove substantial audience growth and engagement.



**Night Hawk Foods**  
Published by Buffer [?] · July 23 at 4:03pm · 🌐

Choose wisely, friends.

**ONE MUST GO!**

**BACON**  
**TACOS**

**DONUTS**  
**SUSHI**

35,542 people reached View Results

👍👎❤️ 223      209 Comments 175 Shares

**35,542** People Reached

**1,802** Reactions, Comments & Shares

<b>477</b> Like	<b>184</b> On Post	<b>293</b> On Shares
<b>15</b> Love	<b>8</b> On Post	<b>7</b> On Shares
<b>66</b> Haha	<b>26</b> On Post	<b>40</b> On Shares
<b>13</b> Wow	<b>2</b> On Post	<b>11</b> On Shares
<b>7</b> Sad	<b>2</b> On Post	<b>5</b> On Shares
<b>8</b> Angry	<b>1</b> On Post	<b>7</b> On Shares
<b>1,040</b> Comments	<b>232</b> On Post	<b>808</b> On Shares
<b>177</b> Shares	<b>175</b> On Post	<b>2</b> On Shares

**2,992** Post Clicks

<b>410</b> Photo Views	<b>1</b> Link Clicks	<b>2,581</b> Other Clicks
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**NEGATIVE FEEDBACK**

7 Hide Post      3 Hide All Posts

# BUILD PHASE - SOCIAL MEDIA

Night Hawk's new digital presence served as social proof for large retailers, including H-E-B and Walmart, creating opportunities for lucrative partnerships. These partnerships bolstered the brand's expansion across Texas and into neighboring states.



## HOW WE HELPED:

- 20% YoY sales increase
- New brand identity and logo design
- Food photography
- Packaging redesign
- Created opportunities for retail partnerships
- Website design and development
- Copywriting
- Social media marketing
- Built an audience of online brand advocates

# AMPLIFY PHASE

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The Envision team began this phase by evaluating which content resonated and yielded the best engagement with Night Hawk's audience.

To increase Night Hawk's audience growth and brand awareness, Envision increased social media posting frequencies, scheduled content for high-activity, low-competition times, and established a funky, familiar aesthetic. These tactics were reinforced with ad campaigns that pushed the boundaries of Night Hawk's modernized identity and supported in-store promotions.

## HOW WE HELPED:

**GAINED**



**SOCIAL MEDIA  
BRAND ADVOCATES**

- Supported in-store promotions on social media that influenced sales growth
- Developed highly successful social media ad campaigns
- Produced a sustained surge of online engagement

# ANALYZE PHASE

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With a substantial following of highly-engaged brand advocates to Night Hawk's name, the Envision team took a step back to evaluate the brand's big-picture strategy, looking for new marketing opportunities:

## CREATION OF A BRANDING & PRODUCT SURVEY

To explore unanswered questions that emerged in strategy development and execution, Envision created a comprehensive branding and product survey.

The survey was distributed to brand advocates and explored their response to Night Hawk's new messaging, purchasing frequency, social media habits, and more.

Envision used the survey responses to conduct a qualitative and quantitative analysis. Based on the findings, lucrative, untapped marketing opportunities were identified.

Envision used the survey results to define profitable demographic breakdowns in Night Hawk's audience. Night Hawk was then able to use those breakdowns to inform the launch of new product lines.

## HOW WE HELPED:

- **Conducted qualitative and quantitative audience research**
- **Identified profitable audience demographic breakdowns**
- **Helped launch product lines using survey results**
- **Identified new marketing opportunities**

# EXPAND PHASE

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Following the success of our analysis, Envision implemented strategic adjustments based on the collected data.

Envision supported Night Hawk's new product launches with social media advertising campaigns and developed a fully-integrated campaign called Taste Justice.

## THE TASTE JUSTICE CAMPAIGN

The Taste Justice campaign focused on helping Texans overcome their dissatisfaction with store-bought frozen meals by highlighting Night Hawk's hearty, satisfying, charbroiled dinners.

# EXPAND PHASE

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Envision designed billboard ads that played off the recognizable kitsch of personal injury ads. “You may be suffering from D.F.M.” (Disappointing Frozen Meal Syndrome), they warned.

Each billboard featured Hawk and Hawk, a pair of hawk-headed, human-bodied litigators who promised that “Justice will be served.”

Hawk and Hawk urged people to visit [www.TasteJustice.com](http://www.TasteJustice.com) and advised them of the dangers associated with D.F.M.



# EXPAND PHASE

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Once on the Taste Justice website, visitors would learn about D.F.M. symptoms, see who D.F.M. affected, and read D.F.M. success stories. They could even explore Hawk and Hawk's professional backgrounds and LinkedIn profiles.



# EXPAND PHASE

The campaign extended into geo-targeted social media and banner display ads that offered Night Hawk's delicious, charbroiled dinners as "protein-packed compensation" for D.F.M.

**Night Hawk Foods**  
May 7, 2016 · 🌐

Justice begins with turning up the heat. All the way to the fire.

**JUSTICE. CHARBROILED.**

**TASTEJUSTICE.COM**

**Believe in flavorful BEEF? It's time to reach out.**  
If you've ever used the word "bland" to describe food, we have a hawk you need to meet.  
[WWW.TASTEJUSTICE.COM](http://WWW.TASTEJUSTICE.COM)

👍 Like    💬 Comment    ➦ Share

👤 Michael Rusten Gabriel, Sarah Bailey and 811 others    🗨️ Top Comments

# EXPAND PHASE

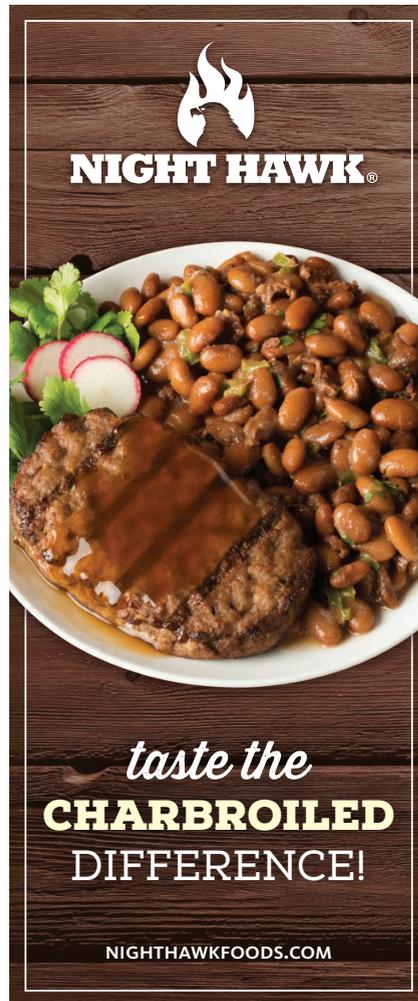
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Taste Justice was a big success, earning excellent social media engagement and reaching more than 600,000 Texans between the ages of 18 and 30.

The Taste Justice campaign stimulated word-of-mouth advocacy, increased social media reach, and created a dynamic customer experience. This boosted Night Hawk's positive online growth trajectory that was established by Envision's rebranding work

## HOW WE HELPED:

- **Built a fully-integrated campaign:**
  - A micro-site, complete with case studies, testimonials, and biographies
  - Billboard ads
  - Social media ads
  - Banner display ads
  - LinkedIn profiles



# RESULTS

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Envision Creative's efforts transformed Night Hawk Frozen Food's brand image, and initiated sustained audience and sales growth. Night Hawk continues to captivate a young, enthusiastic audience, while retaining the quality and pride that comes with a legacy.

**“The increased sales and the increased business has solidified our position. There's no limit to where we can go now.”**

- Scott Logan, COO at Night Hawk Foods

## HOW WE HELPED:



TOTAL SALES  
**INCREASED**  
**55.4%** YOY



REACHED OVER  
**600,000**  
**TEXANS**

ORGANICALLY GREW  
SOCIAL MEDIA FOLLOWING  
TO MORE THAN

 **50,000+**

- Bolstered new product line launches
- Gained valuable consumer insights
- Created new opportunities for major retail partnerships

## ENV|S|ON CREAT|VE

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 experience.

FOLLOW US



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