



# NIGHT HAWK

CASE STUDY

ENV|S|ON CREAT|VE



## The Client

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

Night Hawk had a small market share of younger demographics and an outdated aesthetic that featured a 20-year-old logo and packaging designs.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.





## Our Approach

Before jumping into individual marketing or branding tactics, we first step back to take a holistic, strategic approach to serving our clients. For Night Hawk, after conducting extensive research, including personal interviews, surveys and consumer analysis, we collaborated with their executive team to evolve and modernize their brand, refresh and streamline their website, and establish a comprehensive marketing strategy that ensured their social media, digital advertising, and traditional advertising campaigns all worked in concert to drive the growth results they needed.

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

# Logo



The Old



The New

# Packaging

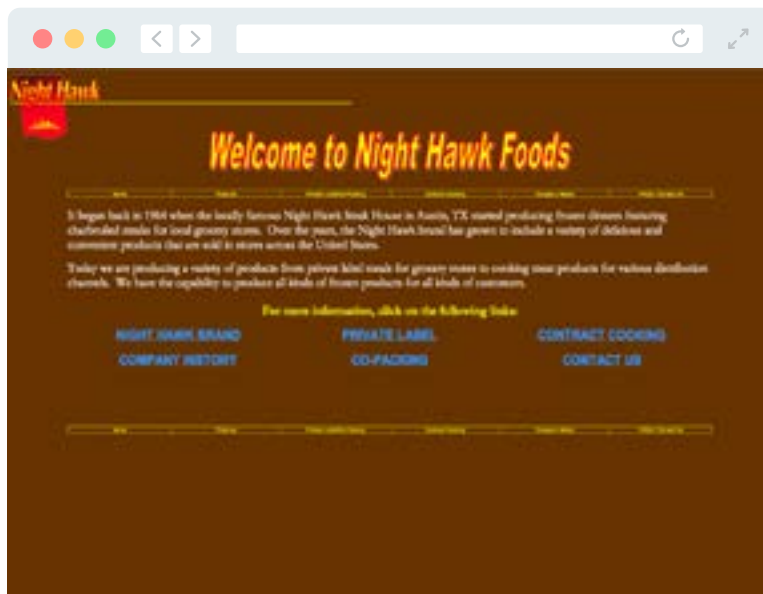


The Old

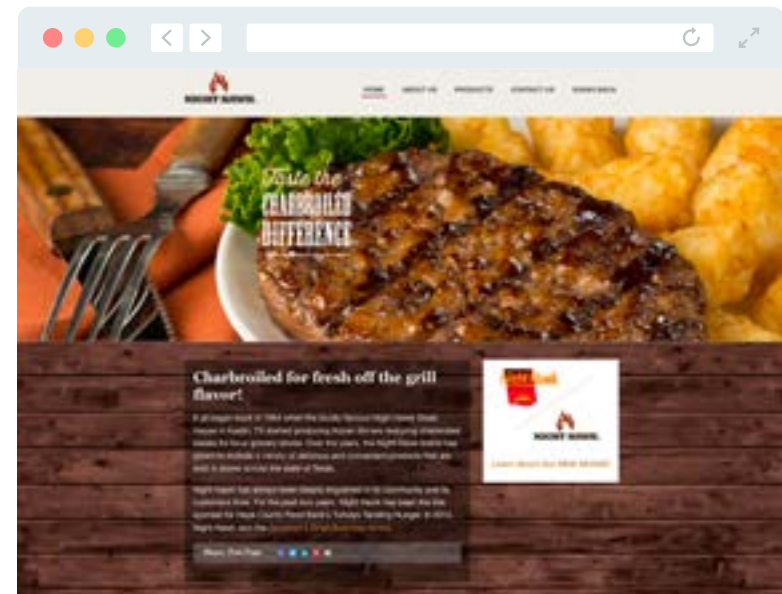


The New

# Website



The Old



The New

## Social Media



The New



# STATISTICS

## Results

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.

### How We Helped



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

BOLSTERED NEW  
PRODUCT LINE  
LAUNCHES

ORGANICALLY GREW  
SOCIAL MEDIA FOLLOWING  
TO MORE THAN

50,000+

GAINED  
VALUABLE CONSUMER  
INSIGHTS



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

CREATED NEW  
OPPORTUNITIES FOR  
MAJOR RETAIL  
PARTNERSHIPS

**“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

ENVISION CREATIVE

# ENVISION CREATIVE

SOLVE PROBLEMS. INCREASE REVENUE.

Your challenges have solutions. Lead generation, market share, revenue growth, and brand awareness can all be achieved through collaboration, creation, and strategic vision. Working with Envision Creative means working towards growth.

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