



Client Case Study



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the creative
act is the
defeat of habit
by originality.





Building Awareness of an Event...



LET FREEDOM RUN.

The attraction to an event is often created by the special interest that the event holds within the participant's mind. The overall success of an event can be linked to the event's marketing and the overall image that's projected.



Client: Freedom Run & Festival

Assignment: Increase brand and event awareness

Space: Event marketing & promotion

Target: People of all ages and gender

Scope: The creation of a promotional awareness campaign that utilized environmental signage, online, printed and targeted advertising

Business Issue: Increase event awareness, motivate people to register for running event and attend the post-run festival/event.

Recommendation: The key to marketing the Freedom Run & Festival successfully involved promoting it as more than just another running event. We had to create an image that captured the imagination of the event's target audience, calling for the audience to become a participant of the Freedom Run, expressing an emotional connection as a way to celebrate freedom and remember the nation's tragic events that unfolded on September 11, 2001.

Solution: Quill Advertising created a memorable identity and promotional image for the Freedom Run & Festival. The identity we created captured the essence of patriotism, using a color scheme and graphic approach that was symbolic of freedom. The marketing and promotional communications were created as an integrated communications system that included a multitude of targeted touch-points such as printed and electronic advertising, event Web site, printed and online event sponsorship registration, promotional signage and event banners, Freedom Run apparel and a graphic standards guide.

Strategy:

- Situational analysis
- Target audience profile
- Promotional and Integrated identity look and feel applied to all communications

Media: Printed, online and environmental signage/graphics

Results: Based on Quill's marketing and advertising communication efforts, the Freedom Run increased revenue 36% from the previous year's event.

"The identity Quill created for the Freedom Run was incredible. The image it projected combined with the consistency of the communications created a resounding success."

Rob Crain – Chairman, Planning Committee