

Case Study: Project Catapult
Bridging the Gap from low awareness to high engagement
for a transformative brand

Client: Texas Research and Technology Foundation (TRTF)



Background/Situation Review

The vision of the Texas Research and Technology Foundation (TRTF) and its three subsidiaries, VelocityTX, Alamo Angels and Community House is to create an innovation district and transformative economic development movement in the long neglected area east of downtown San Antonio. While TRTF has attracted bioscience industry companies such as Scorpius, GenCure and others, the TRTF brand and its vision have remained largely unknown or understood.

Diverse target audiences include prospective tenants, developers, investors, as well as community influencers and influencer groups. A critical component to the success of the innovation district is the focus and support of neighboring residents to help enhance education, jobs and quality of life for all.

Goal

A primary TRTF goal in 2022 was to stimulate immediate high awareness, engagement, support and affinity for its brand and visionary plans among diverse target audience groups.

Agency Approach

“Project Catapult” was Creative Civilization’s internal branding of its approach to a year-long series of heightened marketing initiatives to accomplish TRTF ambitious goals of elevating awareness, engagement and support its brand and leadership role of creating an innovative district. The theme “Intersection 2022” was integrated in numerous communications touchpoints that communicate the milestone year of collaboration and implementation of the transformative movement.



Deliverables

Creative Civilization developed the Project Catapult Marketing Plan with 10 key initiatives and a wide range of content and design elements including: Intersection 2022 Impact Report, Intersection 2022 Community Leader Event, Intersection 2022 Sizzle Video, Informational Video, Groundbreaking Event, Digital ads, Public Relations, social media, Innovation District branding process, Community House branding, brochure, video, tagline, narrative, etc.

Scan to view
TRTF Impact Report



Scan to view
INTERSECTION 2022
Event Recap Video



Scan to view
TRTF Sizzle Video



Results

TRTF has elevated its leadership role visibility, attracted tenants, generated support from influencers, developers, investors, as well as created an environment of great expectations of the TRTF innovation district among all stakeholders.