ALLIANCE TEXAS MOBILITY INNOVATION ZONE

Innovation from the ground up
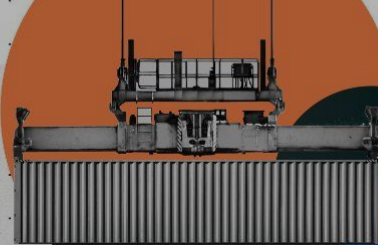
Mobility and innovation districts are places where pioneers make critical advancements in logistics and supply chain modernization.

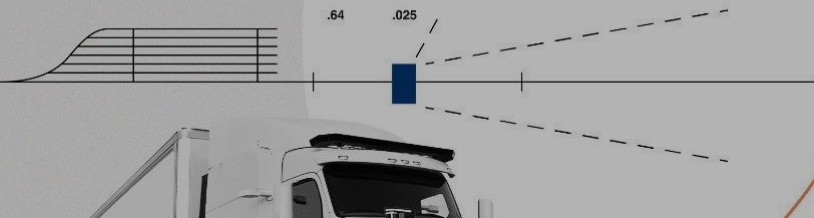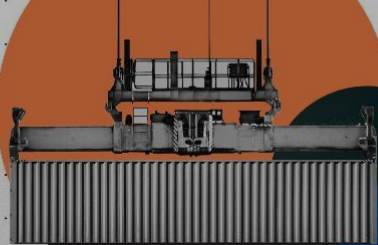We partnered with the AllianceTexas Mobility Innovation Zone to create a flexible identity package that communicates all the intangible benefits this testing ecosystem can provide mobility visionaries and their teams.

GOALS

- Create an updated brand identity that communicates the value of the MIZ.
- Clearly define the MIZ to better connect with valuable audiences.
- Message what it is the MIZ does and the value they create for mobility innovators.
- Connect with valuable leads through and integrated digital marketing campaign.

ROLES

- Strategy
- Creative
- Branding
- Web and Interactive
- Positioning
- Client Services

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Strategy

Through this discovery the Schaefer team identified that the AllianceTexas MIZ was a genuinely unique blend of people, places and things, structured in a manner unlike any other innovation zones.

We leveraged this differentiation into a defining position and archetype to inform the subsequent brand identity and campaign creative development.
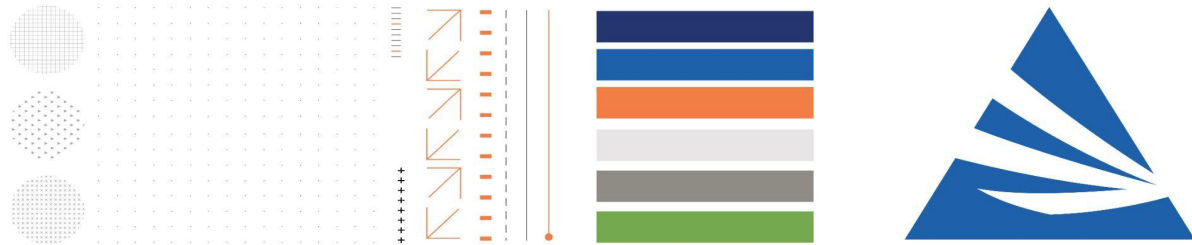
Solution

We crafted "Innovation from the Ground Up" as a key message to clearly position the opportunity of the innovation zone.

It nods to the full-scale capabilities of the MIZ and communicates it as a place where mobility innovators can push the boundaries of now to discover what's next and do it all—ideation to implementation—at the MIZ.
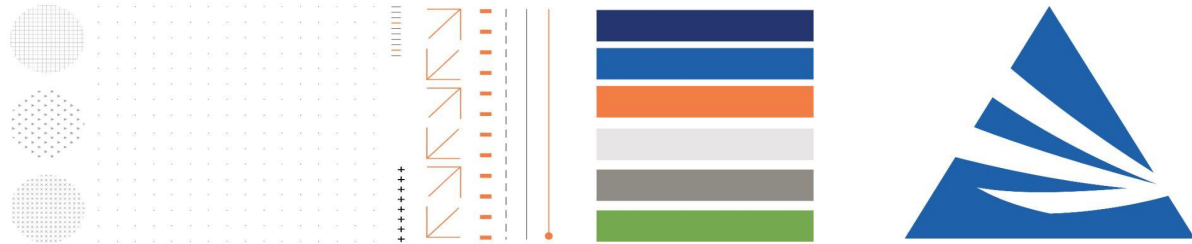
Solution

We developed a multichannel digital marketing plan to launch the "Innovation from the Ground Up" campaign, utilizing paid media, native and sponsored content, email drip campaign and display banners.

Ultimately, the digital strategy is successfully creating extensive brand awareness and driving both engagement and conversions from high value prospects which has yielded new business partnerships for the MIZ.

THE MOBILITY INNOVATION ZONE IS MORE THAN JUST INFRASTRUCTURE. IT'S POTENTIAL AND POSSIBILITY.

Moving Innovation Forward.

Early Results

- 300% increase in form fills MoM since beginning of campaign
- 82% increase in Contact Us form fills
- Display impressions increased nearly 200% MoM resulting in 141% more clicks
- 34% increase in new website users
- Improved brand exposure and market saturation

We've reached the horizon.
The future is now.