

CASE STUDY: LEE & ASSOCIATES - HOUSTON

INTEGRATED MARKETING PROGRAM ESTABLISHES BRAND IDENTITY AFTER MERGER

“Paige PR found a way to customize a plan to fit our needs and taught us how to utilize our talent to compete with the biggest in the industry.”

**MIKE SPEARS,
MANAGING PRINCIPAL**

BACKGROUND

In 2014, national commercial real estate group Lee & Associates approached Griffin Partners to acquire its brokerage business and expand into the Houston market. The acquisition was initiated on the premise that Griffin Partners would search for an industrial brokerage commercial real estate firm to acquire, which would enable Lee & Associates to cover both markets, office and industrial. In 2015, Lee & Associates merged with The National Realty Group (TNRG) to become what is now known as the largest broker-owned firm in the city.

CLIENT OBJECTIVE

Lee & Associates hired Paige PR on January 1, 2017 to build an integrated and ongoing marketing communications program with the intention of establishing a brand that reflected the local Lee & Associates culture. Both Griffin Partners and TNRG had notable reputations in Houston as separate entities, but as one, they struggled to define their brand identity and culture.

As Lee & Associates entered 2017 with a lack of identity, no visibility within the local markets and no social media program, the firm needed to ramp up its marketing communication efforts in an effort to reach Houston’s business community.

PROGRAM DEVELOPMENT

Prior to the development of an integrated marketing communications program, Paige PR led a strategy and messaging session with the brokers of Lee & Associates - Houston in order to gain insight on the local office’s unique value proposition, brand attributes, and strengths and weaknesses. Once the core values were established, Paige PR created a program to build a credible brand reputation, increase impressions and drive traffic to the website on a continual basis. In addition to building the brand of the local office, Paige PR has worked to build the credibility and personal brands of brokers within the office.

CASE STUDY: LEE & ASSOCIATES - HOUSTON

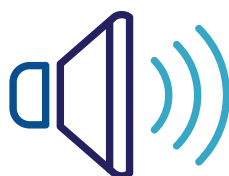
INTEGRATED MARKETING PROGRAM ESTABLISHES BRAND IDENTITY AFTER MERGER

RESULTS

After successful implementation of the integrated communications program, Lee & Associates - Houston has received over 75 pieces of editorial coverage, four contributing expert pieces, two exclusives, three blog contributing pieces, three broker awards, one company award and countless other views and impressions throughout Houston. Paige PR also received a "Lantern Award" for Lee & Associates - Houston at the 2017 Business Marketing Association Lantern Awards for the 'Best Corporate Tagline.' The client has extended the initial timeframe for the scope of work from June through to the remainder of 2017 and will continue throughout all of 2018.

In conjunction with public relations and marketing efforts, Lee & Associates has proven to be a powerhouse and has created a presence for itself within the commercial real estate industry in Houston. Not only did the client discover and define its identity, the individual brokers within the firm have positioned themselves to be subject matter experts within the industry.

"The Lee & Associates and TNRG merger was big news across the real estate industry, but we felt like the press coverage was short lived," said Mike Spears, managing principal at Lee & Associates - Houston. "There was so much more we could've done post-merger and in 2016, we fell behind on media exposure and public relations efforts. Enter Paige PR. While the initial consultation with Paige PR was impressive, the advice given was hard to swallow. We have spent the most we've ever spent on PR and marketing, but with the ever-changing evolution of technology and social media, we simply needed help. Paige PR found a way to customize a plan to fit our needs and taught us how to utilize our talent to compete with the biggest in the industry."



75 PIECES OF EDITORIAL COVERAGE
Four contributing expert pieces, two exclusives, three blog contributing pieces.

ABOUT PAIGE PR

Paige PR is a Houston-based oil and gas public relations and marketing agency that specializes in developing and implementing strategic public relations and marketing programs specific to our clients' needs.