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**Approach:**

A group of investors came to GIRVIN having just inked a deal to buy a bull-riding franchise. The owners wanted to do more than sponsor a series of events. They sought to market the cowboy lifestyle. Through the BrandQuest® process GIRVIN explored several different ways to celebrate the essence of what it means to be a cowboy.



| Identity

Result:

We considered the authenticity and heroic tradition of the wild west, the romantic fantasy of a heroic quest that crosses all cultures and the universal appeal of the renegade spirit represented by the heroic individual, which is ultimately the path the client selected. With the brand strategy in place, GIRVIN moved ahead with a new name, landmark, tagline, promotional campaigns, collateral, event programs, branded apparel, signage and Web site.