



HAUTE

IN TEXAS

Client Case Study

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OUR CLIENTS

INDUSTRIES

Retail

Consumer Goods

Professional Services

Education

Non-profit

Automotive

Food & Beverage

Real Estate

SOCIAL

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WHAT WAS THE GOAL?

SUPER BOWL OF GOLF

Public Relations

This client came to HIT needing to gain more traction and attention for their charity event. By leveraging PR strategies, the event enhanced its brand image and attracted a broader fan base. It put a spotlight on the tournament's unique features, promoted its charitable initiatives, and created compelling narratives that resonate with both avid golfers and the general public, ensuring the Super Bowl of Golf remains a must-watch event in the sports calendar.

HOW DID WE DO?

PR RESULTS IN JUST ONE MONTH

- 14 pieces of Coverage
- 52 thousand estimated views
- 8.88 million combined audience
- 288 combined engagement

WHAT IS THE CLIENT SAYING?

NFL ALUMNI

"What an amazing job the Haute in Texas team did coordinating media relations for our event! All former players interviewed felt very comfortable with the organizational setup, questioning and the overall professionalism displayed by all media personnel!"

- Johnny "Sky" Walker
President NFL Alumni
Austin Chapter"