

American Marketing Awards
Marketer of the Year Award Nomination
Houston Texans

On the heels of our first foray into the postseason, we at the Houston Texans encountered a level of support and awareness unknown since the days of our inception. With merchandise sales skyrocketing, media coverage expanding, and fan involvement at an all-time high, we launched a new multi-year slogan to capitalize on the formidable and widespread energy.

Our 2012 campaign builds on a past sentiment, "I'm A Texan," adopted by Houstonians as they embraced a new team and sought to identify with its new culture. Now 10 years in, that campaign has morphed into "We Are Texans," one that manifests a new sense of belonging, of sharing and owning the success of the team. It has moved from an individual statement into a collective cheer.

The visual representation of "We Are Texans" in print and on film uses fans, players, cheerleaders, and ownership together as one. Perspectives from each are unique, but together they create the Texans experience. In a further effort to exhibit this camaraderie, we rely less on player action shots and more on players celebrating and interacting with fans.

We are Texans. The 10-year season ticket holder and the fan whose first Texans shirt boasts the 2011 AFC South Champions mark. The guys on our Bulls on Parade defense and the youth participating in flag football programs at the Houston Texans YMCA. The tailgaters who show up four hours before kickoff and those carving out Texans territory in San Antonio and Austin. All together...We Are Texans.