

Operation Texas Shield Solidifies Its Brand Identity and Expands Its Reach



Operation Texas Shield is a Houston-based organization dedicated to stopping sex trafficking nationwide. In order for its message to reach the largest possible audience, the organization needed a video and marketing materials that could be shared during educational programs at schools, churches and civic groups in Texas and beyond. Operation Texas Shield turned to madison/miles media for help.

About Operation Texas Shield

Operation Texas Shield's goals are to educate the public about sex trafficking and to pass laws that protect and support victims. To do this, the organization coordinates with community leaders to lead public awareness campaigns, meets with lawmakers to advocate for legislation and informs young women and their families about the dangers and signs of human trafficking.

Marketing Challenges

With so much work needed to fight this massive nationwide problem, Operation Texas Shield started off focusing on and diligently working toward education, legislation and awareness campaigns — not branding and identity. As such, they hadn't taken time away from their important mission to create a logo, social media accounts or well-designed marketing collateral. We wanted to fill in those gaps to help them become a recognized and respected part of the fight against sex trafficking, both in Texas and nationwide.



WHAT YOU CAN DO

1. Learn how recruiters are targeting our young people. If you are a parent, talk with your teen, keep an eye out for changes in their behavior similar to friends, and share the information with other parents. Visit facebook.com/operationtexasshield to learn more.
2. Contact us for more information or to set up a talk in your community.
3. Write in support of legislation to fight human trafficking in Texas.

“We have received so much positive feedback on the video and it has absolutely helped us further our message. I get at least three requests a week to present to different community groups and I’m already booked through the next seven months.”

— John Clark,
Founder, Operation
Texas Shield

How madison/miles media Helped

We began by creating a brand identity and logo for the organization. We then used that identity to create social media accounts, educational brochures and an award-winning video.

The video and brochures highlight the dangers of human trafficking and let viewers and readers know what they can do to help the estimated 293,000 children in the U.S. who are at risk of becoming victims. The marketing collateral also pointed to Operation Texas Shield’s online petition and encouraged people to contact Operation Texas Shield to set up talks in their community.

The Results (So Far)

Since the video was created, Operation Texas Shield has used it during live presentations that have reached more than 5,000 people and in video presentations that have been seen by more than 70,000 viewers. The video has also been featured on the websites of many anti-trafficking organizations, local television stations, school districts and churches.

The video, brochures and Facebook page helped the organization’s online petition reach nearly 9,000 signatures. And today, Operation Texas Shield is overwhelmed with requests for speaking engagements and presentations from across Texas and surrounding states.

The awareness campaign’s success has led Operation Texas Shield to partner with The Refuge, a treatment and recovery facility for child survivors of sex trafficking and their families. By the end of 2017, The Refuge plans to open a facility that focuses on helping 18- to 21-year-old victims, an age group not served by other programs. The facility, the first of its kind in Texas, will offer a charter school, medically licensed counselors and housing for survivors and their families.



Operation Texas Shield —
“Preventing Human
Trafficking”

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at (817) 908-7827 for a free consultation.