

# PUGNACIOUS



## Client: EarthX2022

Pugnacious created experiential and unique activations for families that were both inside and outside the Expo with the goal of getting people into the Expo. Pugnacious also hosted themed private parties and receptions catered to VIPs, and highlighted EarthX's sustainability and conservation efforts.



## Client: Texas Agricultural Commissioner Sid Miller

Pugnacious created a unique donor focused event called the "Cowboy Stomp with Sid Miller." The event included a live taping of Sid Miller being interviewed on the RFD Network, then a personal tour of the John Wayne Museum with the Commissioner and famous cowboy Red Steagall, and finished with a private party at The Cowboy Channel Bar.



## Client: EarthxTV

The client was launching a new television network and needed awareness within the cable industry and with members of Congress. Pugnacious created an event in Washington, DC that focused on sustainability in the cable industry, and invited the top cable operators to speak about their efforts, as well as members of Congress. The event earned national media in the cable and political space, a very impactful sizzle video that the client could use for future pitches, and meaningful conversations with major cable operators. After this event Charter cable ended up launching EarthX on their network.



## Client: The Congressional Western Caucus Foundation

Pugnacious partnered with the WCF, to create the first ever Texas Agriculture & Farm Summit, which was a three-day event surrounding the renewal of the Farm Bill. The summit was crafted to bring attention to the need for support of the Ag community and rural American. Together with the Western Caucus Foundation, pugnacious brought in over 30 members of Congress and senior staff, major western brands, media and local officials for this event. The summit consisted of Ag tours, ranch activities, a VIP networking event, and a live taping of the summit that aired on both RFD and The Cowboy Channel.



# CASE STUDY

## EARTHX2022



### About the event

Pugnacious was hired to create and manage all activations at the Expo and multiple private parties and receptions. The EarthX Expo is free to the public and held in Dallas every year, attracting many local families and national sponsors. The activations are an important “tool” to get people inside the Expo to participate and learn. The private receptions and parties cater to a very different audience; VIPs, media, sponsors and donors.

### Goal:

Create fun, unique activations for families that are both inside and outside the Expo with the goal of getting people into the Expo. Also create themed private parties and receptions catered to VIPs that highlight EarthX’s sustainability and conservation efforts.

### Strategy:

Pugnacious created several activation areas, including an indoor and outdoor Kid’s Zone, Health & Wellness featuring goat yoga and free yoga lessons and a meditation tent, Camping & Outdoor area with tents and rockwall, and educational interactive activities like the DIY succulent station, seed bombs, solar art station and more.

Pugnacious hired entertainers of all sorts to help with flow, getting people from the outside in to the Expo. All events and activities focused on sustainability and spoke to EarthX’s mission.

### Result:

Pugnacious helped to add new ideas and activations to the event, which attracted people and kids of all ages. EarthX had never done “themed” receptions before, which shifted the events from being just a party, to a private event that highlighted and focused on the client’s mission.

Pugnacious engaged Fort Worth media to get added exposure for the client, and event got the Fort Worth and Dallas skyline to go green on Earth Day!

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**Speaking of sustainability, Serene lead the charge to rebrand the IT Asset Disposition company iTad Solutions to mender (withmender.com) . They wanted to better tell their story on how they want to change the world with educating folks on the importance of recycling technology. We knew the name had to go and what better way to explain in their name, mender. Their current brand didn't show the company's heart and dedication to helping our planet, so we recreated their messaging and help tell their story. We partnered with our digital arm in the UK and provided them with a beautiful new website.**