

EarthX TV Launch

Case Study

Empowering EarthxTV: Bridging Industry and Advocacy for a Sustainable Television Future

At a glance

For EarthxTV, launching a television network necessitated industry and congressional recognition. Pugnacious designed a Washington, DC event centered on cable industry sustainability. Top cable operators and Congress members shared their initiatives. The event garnered notable media attention, producing an impactful sizzle video for future pitches. Productive talks with key cable operators resulted, notably leading to EarthX's inclusion on Charter cable network following the event. This demonstrated pugnacious' ability to create influential connections, secure media coverage, and leverage events for substantial business outcomes.

CHALLENGES

Crafting the EarthxTV launch event posed challenges. Building awareness within the cable industry and Congress demanded a strategic approach. Balancing top cable operators' participation and congressional engagement required meticulous coordination. The event's dual focus on sustainability in cable and political awareness necessitated a seamless blend of messaging. Ensuring meaningful conversations while delivering impactful media coverage added complexity. Yet, pugnacious embraced these hurdles, devising a compelling event that resonated with both sectors, paving the way for EarthX's integration into Charter cable network.

SOLUTIONS

Pugnacious adeptly tackled event complexities for EarthxTV's launch. Strategically aligning industry and advocacy, the team orchestrated a Washington, DC event highlighting cable sustainability. Careful communication and scheduling ensured top cable operators' involvement and congressional engagement. Seamlessly merging these priorities, Pugnacious curated compelling conversations and media coverage. The team's expertise resulted in an impactful sizzle video that positioned EarthX for future pitches. By bridging gaps and orchestrating synergy, Pugnacious facilitated EarthxTV's successful integration into Charter cable network.

BENEFITS

Benefits One

1 Dual Sector Recognition: pugnacious' event showcased EarthxTV's launch to both the cable industry and Congress, yielding heightened awareness and recognition in two pivotal sectors.

Benefits Two

2 Strategic Alliances: The event facilitated direct interactions between EarthxTV and major cable operators, fostering valuable relationships that led to Charter cable's subsequent integration of EarthX into their network.

Benefits Three

3 Media Amplification: Through the creation of an impactful sizzle video and notable media coverage, pugnacious not only highlighted EarthxTV's mission but also armed the client with potent promotional tools for future presentations and pitches.

Key metrics



VIP

"tour" with Earthx TV founder Trammell Crow and members of Congress



MEDIA

National earned media in Politico, Cablefax, B&C and Washington Times



OPPORTUNITY

Resulted in Earthx TV getting launched on Charter and Verizon

PROJECT INFORMATION

Project Name: **Sustainability Mixer**

Location: **Washington, DC**

Year: **2022**

Prime Contractor: **EarthxTV**

CONTACT INFORMATION



EarthX



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