Encore Live | Amplifying the Production Story of the Presidential Inauguration

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THE CHALLENGE

Encore Live, an event production company in Fort Worth, was selected to co-produce the presidential inauguration, including the swearing-in ceremony, Freedom Ball, and Armed Forces Ball. While this is considered one of the most esteemed events in the world, Encore Live was faced with the challenge of navigating the negative tone surrounding the inauguration of President Donald J. Trump.

OBJECTIVE

To address this challenge, they brought on Pierpont to help launch a Dallas-Fort Worth-focused media relations campaign to generate local awareness of Encore Live's role in producing the inauguration. Pierpont Dallas worked closely with Encore Live to tell the company's story and share how it became a major force behind the inauguration of the 45th President of the United States, developing a strategy that focused on humanizing the company and discussing the CEO's humble beginnings.

RESULTS

Encore Live received positive recognition for the campaign's success, due to the media Pierpont was able to secure. Pierpont secured more than 25 original stories and interviews, including ABC 8 WFAA's Good Morning Texas, NBC 5 KXAS, *Dallas Morning News*, *Fort Worth Star-Telegram*, *Dallas Business Journal*, KRLD 1080, and WBAP News Talk 820. Additionally, multiple journalists and consumers tweeted about Encore Live, and all coverage was positive. The campaign significantly increased Encore Live's brand awareness in North Texas.

BY THE NUMBERS

25+

Stories & interviews