



# Moss | Strengthening Brand Authority and Industry Influence

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## **CHALLENGE**

[Moss](#), a national construction management firm known for its innovative building approach and strong presence in commercial and civil infrastructure projects, engaged with Pierpont to elevate brand visibility and thought leadership in the Dallas-Fort Worth market.

## **OBJECTIVE**

To facilitate Moss's growth and strengthen its market footprint, Pierpont crafted and executed a strategic public relations plan with the following key objectives: elevate brand awareness, position Moss executives and SMEs as thought leaders in the construction space, support high-profile milestones and enhance community engagement.

## **APPROACH**

Pierpont executed a comprehensive PR program that integrated earned media, paid placements, social media amplification and community engagement to drive strategic visibility. The team consistently delivered 2-3 tailored media or thought leadership pitches per month, ensuring sustained brand presence. Pierpont proactively secured placements for subject matter experts and key storylines in both industry trade publications and Dallas/Fort Worth media outlets.

Pierpont also provided media relations and logistical support for the FC Dallas groundbreaking construction event, helping to generate positive coverage and community buzz. Additionally, Pierpont amplified media coverage across Moss's website, social media platforms and other consumer-facing channels to maximize reach and engagement.

## **RESULTS**

Pierpont's strategic efforts generated significant media traction and elevated community visibility, securing high-profile coverage in outlets such as *The Dallas Morning News*, *Dallas*

*Business Journal, FOX 4, CBS 11, and others.* The FC Dallas construction kick-off event in March 2025 alone resulted in 28 media placements, reaching over 15 million impressions.

The Shiloh Place groundbreaking in Q4 2024 not only garnered nearly 1.5 million media impressions but also underscored Moss's commitment to giving back by supporting local nonprofits and reinforcing the message of 'building a strong foundation for the future.' These initiatives amplified Moss's reputation as a purpose-driven leader in the construction industry.

28

Media Placements

15M

Impressions