Vaquero Midstream

Vaquero Midstream | Elevated a High-Growth Midstream Leader Through Strategic Communications

CHALLENGE

As Vaquero Midstream continued its rapid growth as a premier natural gas gathering and processing company serving the Delaware Basin, the company was not well known to industry trade and other media. The company needed a strategic communications partner with deep energy industry experience to elevate its market profile, support key business milestones, and strengthen visibility among customers, investors, employees, industry stakeholders, and local communities.

OBJECTIVE

Operating in one of the most competitive and closely watched energy-producing regions in North America, Vaquero Midstream sought a communications strategy that would reinforce its reputation as a trusted infrastructure partner while effectively communicating its operational growth, leadership expertise, and long-term vision.

SOLUTION

Pierpont developed and executed an integrated communications program designed to align with Vaquero Midstream's business objectives, support its continued expansion across the Permian Basin and increase its brand visibility to key audiences.

Our team worked closely with executive leadership to:

- Develop and implement a proactive media relations strategy.
- Position company executives as industry thought leaders.
- Announce major business milestones, infrastructure expansions, and strategic developments.
- Increase brand visibility across energy, business, trade, and regional media.
- Support stakeholder communications surrounding key corporate initiatives and transactions.
- Create compelling messaging that communicated Vaquero's value proposition to

customers, investors, and industry partners.

- Manage reputation-building efforts across traditional, digital, and social media channels.

Pierpont also performed assessments of Vaquero Midstream's website and LinkedIn page, providing recommendations for improved user experience and content.

RESULTS

Pierpont helped transform Vaquero Midstream's communications platform into a strategic business asset, generating consistent visibility and reinforcing the company's position as a leading midstream operator in the Delaware Basin.

Key outcomes included:

- Significant earned media coverage in leading energy, business, regional and local publications including *Hart Energy, Oil & Gas Journal, Pipeline Technology Journal, World Pipelines, Pipeline & Gas Journal, Yahoo! Finance*, and *The American Oil & Gas Reporter*. *D Magazine* and *Midland Telegraph-Reporter.*
- Enhanced executive visibility through interviews, speaking opportunities, and thought leadership placements.
- Successful communications support for strategic company announcements and business milestones.
- Strengthened brand awareness among key stakeholders across the energy sector.
- Consistent messaging that aligned corporate growth with Vaquero Midstream's reputation for operational excellence, safety, and customer service.
- Increased recognition of Vaquero Midstream as a trusted infrastructure partner supporting responsible energy development in the Permian Basin.
- Eventual sale of company for $2.625B to industry giant Energy Transfer Partners.

By combining deep energy industry expertise with a proactive communications strategy, Pierpont helped Vaquero Midstream define, strengthen and elevate its market presence during a critical period of growth and expansion toward execution of a successful exit strategy. The engagement demonstrated how strategic communications can support business objectives, build stakeholder confidence, and enhance corporate value.

BY THE NUMBERS

26

Media results

$2.625B

Eventual sale of company to industry giant Energy Transfer Partners

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