



Texas Original

Texas Original | Driving Awareness via Earned Media for New Bastrop Facility Opening

CHALLENGE

With the passage of HB 46 expanding access to medical cannabis in Texas, Austin-based Texas Original wanted to position itself as the leading provider of medical cannabis in the state. Texas Original turned to Pierpont to elevate the announcement of their new facility in Bastrop and position the company as the trusted leader in safe, regulated medical cannabis.

OBJECTIVE

Pierpont's objective was to quickly build a strategic PR foundation while generating immediate earned-media momentum around the opening of Texas Original's new Bastrop facility.

SOLUTION

Pierpont developed and executed a coordinated earned-media campaign centered on the opening of the 75,000-square-foot facility and its role in providing patients with access to their medication. The team developed the announcement strategy, drafted and finalized the press release, created media-tour materials, prepared executive messaging, built reporter lists, coordinated Business Wire distribution, and pitched reporters whose coverage area aligned with Texas Original, HB 46 or the medical-cannabis space.

Pierpont also organized a first-look media tour of the Bastrop facility and on-site interview opportunities. The team coordinated reporter logistics, staffed interviews, and prepared briefing materials for Texas Original SMEs.

RESULTS

Pierpont's campaign generated strong earned-media momentum for the opening of Texas Original's Bastrop facility. In December 2025, Pierpont secured 113 coverage placements that generated more than 400,000,000 impressions, with notable pickup from MSN and Yahoo! News.

Coverage included online, broadcast and syndicated placements across Austin, Dallas, Houston, San Antonio, in outlets including Austin Business Journal, Community Impact, CHRON, KTBC-FOX Austin, KVUE-ABC Austin, KDFW-FOX Dallas, Spectrum News, Cannabis Business Times and

others.

The campaign also drove measurable digital lift. During the first half of December, active users on the Texas Original website increased 21%, new users increased 27%, new users from organic search increased 43%, and new users from organic social increased 435% compared with the prior two-week period. The volume of media interest exceeded the client's expectations, giving Texas Original broad visibility for its Bastrop opening and reinforcing the company's role as a leading, trusted voice in Texas medical cannabis.