



YTexas

YTexas | Elevating Brand Recognition Through Strategic Thought Leadership & Media Relations

CHALLENGE

YTexas, an elite business network, came to Pierpont looking to gain awareness among companies moving to Texas and to position themselves as an expert resource for business and corporate relocations to Texas.

OBJECTIVES

Pierpont's objectives were to position YTexas and CEO Ed Curtis as the leading authority on why businesses chose to relocate to Texas, while also increasing awareness of their annual YTexas Summit, Texas' largest business symposium, held every Fall.

SOLUTION

Pierpont leveraged trending news about the large influx of businesses relocating to Texas as an opportunity to position CEO Ed Curtis as the leading expert on corporate relocations and expansion within the Lone Star State. Pierpont also secured ongoing coverage by creating a relocation statistics tracker report entitled the Relo Tracker Report, utilizing existing data captured by YTexas. Additionally, YTexas sought to hold the largest business symposium in Texas where executives and politicians could gather to discuss the state of Texas business, recent corporate relocations and industry hotbeds.

RESULTS

Pierpont generated interest for YTexas's annual Business Summit through 18 secured media hits from publications like The Dallas Morning News, The Dallas Business Journal, D Magazine and Community Impact, who attended and covered the event. Additionally, YTexas's Relocation Tracker Report received 75 pieces of media coverage in prominent Texas outlets which were then syndicated in outlets across the country. This wide-spread coverage establishes YTexas's CEO Ed Curtis as an expert authority on the Texas business climate and incoming relocations.

BY THE NUMBERS

88+

Media Hits

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