

**Case
Study**



The Daily Beast's Half Full partnered with Cuervo in 2019 to educate consumers about its incredible sustainability initiatives: The Agave Project.

Custom Video

We created a bespoke video that championed The Agave Project, introduced Cuervo's agave straws, and celebrated the brand's leading environmental and sustainable innovations.

Sponsored Editorial

Editorial content investigated sustainability and the tequila industry, focusing on what brands are doing to be more environmentally friendly.



**CUSTOM
VIDEO**