

The background is a dark, textured surface, possibly concrete or stone, with a spotlight effect illuminating the center. The text is white and bold.

the CONCRETE GROUP

CASE STUDIES

Megan Thee Stallion x True Religion

Making Heritage Denim Culturally Current

The Brief

Turn a major Spring campaign into an always-on cultural story—not a single launch moment.

7.2B

Earned Impressions Across March–April



138

Earned Stories

\$41M

Ad Value

2

Months of Momentum

The Cultural PR Engine

One Campaign. Multiple News Cycles.

01 · Talent-Led Launch

Megan Thee Stallion + Key Glock

02 · Always-On Culture Desk

Celebrity, denim + trend newsjacking

03 · Experiential Amplification

Buddhafest + Getty-powered events

Proof of Impact

- People exclusive + "Best New Fashion Launches"
- Rolling Stone, Esquire + Forbes storytelling

MICHELOB ULTRA

WINDS OF CHANGE

Michelob ULTRA is here to remind everyone that JOY is an essential part of the journey – it's an integral part of the soccer world, it is part of the whole experience, even for the world's biggest soccer stars. To show these stars living our mantra, **It's Only Worth It If You Enjoy It**, we brought some of the most iconic players in the game to a setting that's natural to Michelob ULTRA – **a soccer/sports-watching bar**. A place where enjoyment is felt + relatable to all. Michelob ULTRA brought in some of the most passionate players in the game – **Christian Pulisic, Carli Lloyd, and Guillermo Ochoa** – who competed against each other in a foosball match during an action-packed TVC that kicks off the brand's World Cup campaign.



25
ARTICLES

3
INTERVIEWS

24.5M+
TOTAL
IMPRESSIONS



TACO BELL WORLD CUP

To give a nod to the culture that has inspired **Taco Bell** since day one, we created a **World Cup TV commercial** that launched on November 21 - “**Donde We All Play**” - celebrating Latin culture while uniting the community through their passion for food and soccer. Through this campaign, Taco Bell is **building relationships with the culture by engaging with the community and focusing on inclusivity**. The ad features a song from Mexico's first openly queer rapper and Latin-focused film crew/talent that are comprised of a soccer player, streetwear brand, content creators and more.



26+
EARNED &
SOCIAL
COVERAGE

10.7M+
TOTAL
IMPRESSIONS

PRIME VIDEO: MEGAN THEE STALLION: IN HER WORDS

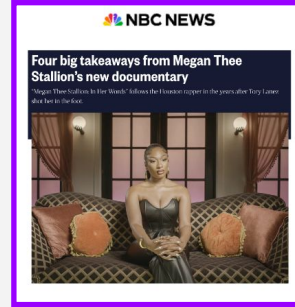
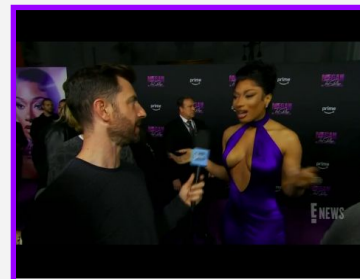
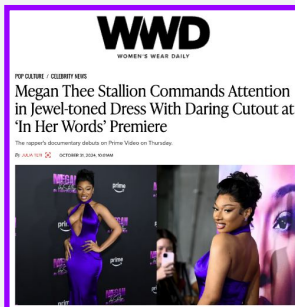
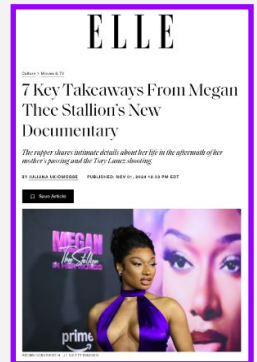
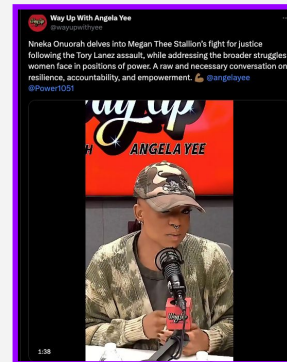
Our strategy harnesses Megan Thee Stallion's star power to ensure the success of the **MEGAN THEE STALLION: IN HER WORDS** documentary PR campaign, driving media engagement and meaningful conversations around the film's core themes.

The campaign launched with a coordinated date announcement and trailer release, setting the tone for impactful press coverage. Through targeted outreach, we secured strategic positioning pieces with talent in **Essence** and **People**, amplifying the documentary's narrative and building anticipation. Following this, our team facilitated a successful virtual press day with director **Nneka Onuorah** and secured an engaging interview on Way Up With Angela Yee. Additionally, we maintained momentum with compelling stories, even in the absence of direct talent participation.

To broaden the campaign's reach, we delivered comprehensive event PR support for the LA IMAX premiere and multi-market screenings, ensuring robust media attendance and online buzz. Every phase of our strategy was designed to maximize visibility and accessibility, while spotlighting the documentary's powerful themes of empowerment, identity, mental health, and healing. The results speak volumes with coverage secured in top-tier outlets including **Access Hollywood, Complex, E! News, Extra!, Essence, People, Pitchfork, UPROXX, The Hollywood Reporter, Rolling Stone, The Root, Therapy For Black Girls Podcast, and more.**

Overall, our multifaceted approach delivered **230+ editorial placements** with **3.8B+ impressions** and **90 social placements** generating **238M+ impressions**, culminating in **MEGAN THEE STALLION: IN HER WORDS** achieving the **#1 spot on Prime Video during its debut week!**

ENTERTAINMENT, PR



Culture Integration

Strategy

Relationship Building

Social Publicity

Influencer Relations



the
possibility
store

UEFA
EURO2024
GERMANY

Brand Launch

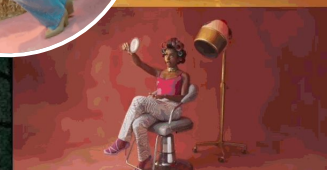
AliExpress (AliBaba), a somewhat unknown discount shopping platform is looking to break in the US market against heavy hitter incumbents. Targeting a predominately Black and Latine shopper – the Unapologetic Discoverers and the Culturally-Curious – we focused on AliExpress' promise of discovery – discovery of so much stuff at value prices, and the discovery of self and passions and possibilities.

Our platform - **The Possibility Store** - touts the endless possibilities you can only get with AliExpress, highlighting self discovery, diverse products, hobbies, thrill of the hunt in bargain shopping.

For social - we licensed a track - **Cash Cobain's** TikTok **"Fisherrrr"** capitalizing on fans getting groovy to the **#Reemski Dance** - the hottest new bop set with **Bay Swag**



Cash Cobain's
TikTok Fischeerr



EURO CUP 30



EURO CUP 06



EURO CUP 15



+20%

LIFT IN BRAND
AWARENESS

76%

IN AWARENESS 18-34 –
NEARLY DOUBLE OUR
OVERALL AWARENESS

**STRONGEST VALUE
PERCEPTION**

WITH 18-34 IN OUR CONSIDERATION SET
AGAINST TEMU AND SHEIN

15m+

SOCIAL CAMPAIGN EARNED
IMPRESSIONS

CASE STUDY

Tensor

Building the Voice of a New Category: Personal Autonomous Mobility

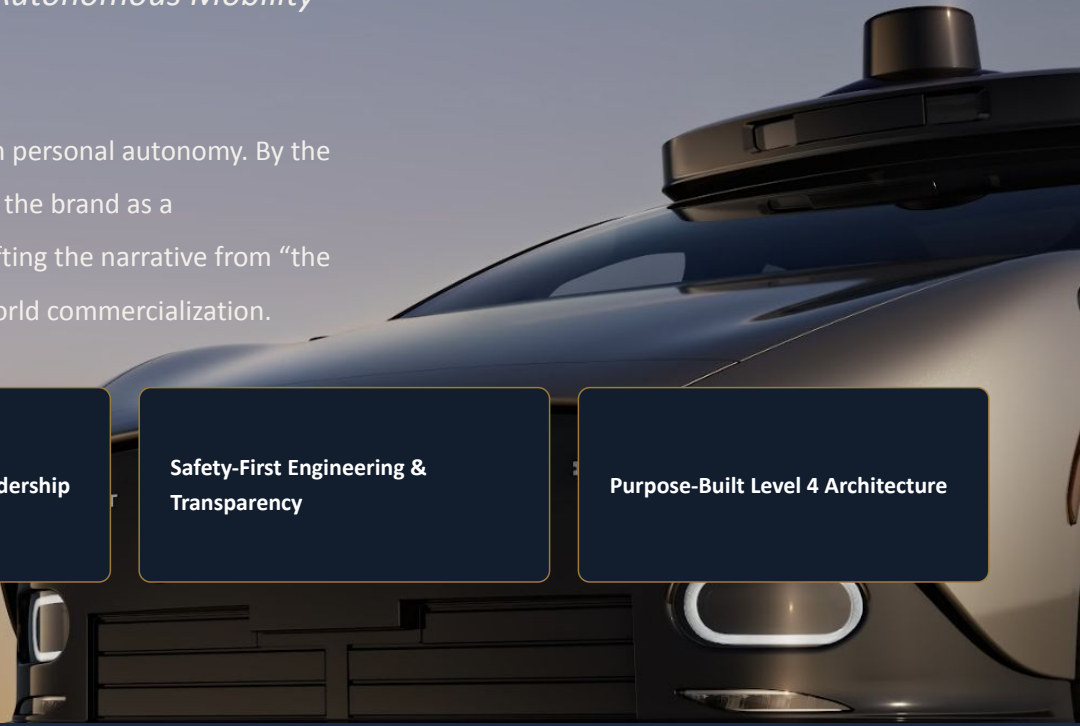
Tensor launched in August 2025 as an ambitious challenger in personal autonomy. By the first half of 2026, strategic communications had repositioned the brand as a production-ready leader in personal Level 4 autonomy — shifting the narrative from “the promise” of autonomous ownership to “the proof” of real-world commercialization.

**Personal Ownership Over Fleet
Deployment**

AI-Native “Physical AI” Leadership

**Safety-First Engineering &
Transparency**

Purpose-Built Level 4 Architecture



THE RESULTS

Six Months, Category-Defining Momentum

1.8B+

Earned Media Impressions

\$125M+

Earned Media Value

400+

Earned Media Placements

KEY MILESTONES DRIVING MOMENTUM

The Quail

Aug 2025 — World debut of the first AI Robocar (not robotaxi) ever shown publicly

CES 2026

55 executive interviews & demos; launched The Tensor Shift talk series; industry-first partner reveals

NVIDIA GTC & European AV Summit

Engineering authority establishment; UK market debut as a production-ready mobility company

Ride AI

Executive thought leadership; featured podcast and onsite media briefings

New York Showcase

Multi-day activation across NASDAQ, NYSE, and the Lotte New York Palace for investors and luxury press

MEDIA & CULTURAL POSITIONING

From Category Introduction to Category Authority

Coverage expanded well beyond automotive trade press — reaching business, technology, financial, luxury lifestyle, and design media, and positioning Tensor executives as go-to voices on AI, safety, and the future of mobility.

Reuters · Bloomberg · Business Insider · The Los Angeles Times · BBC · Axios · CNET · Mashable · Fast Company · Haute Living · Complex

MEDIA POSITIONED TENSOR AS:

- Production-ready, not conceptual
- The category-defining personal autonomy company
- A safety-first AI mobility platform
- A leader in AI-native vehicle infrastructure

RECOGNITION

Fast Company World Changing Ideas Awards — Honoree

CES Innovation Awards — Submission Secured

Featured in the America 250 documentary on American innovation