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Describe your agency—what makes it unique and how are you different from the competition?

The Pineapple Agency is unlike any other agency. I know that's a blanket statement but in my heart, I believe it to be true. TPA was built through authenticity – the idea that to create and execute experiential campaigns and live events, you need to be passionate and live them out yourself. We are rooted in creativity, strategic thinking, and we evolve with the times in order to execute the most technically advanced productions anywhere on the planet under any circumstance. We don't just say it; we genuinely are an experiential S.W.A.T. team. We create and execute campaigns that other agencies would not attempt under timelines that are nearly impossible. We do this while treating our clients, both brands and agencies, like our crazy fun extended family. You want to deliver sneakers by drones from yachts? Build a village in the middle of the desert for 100,000 festival attendees? Celebrate afterwards with beers and BBQ? TPA is your partner.

How has your approach changed and evolved over the years and what makes you well suited to tackle today's challenges?

Of course we evolve with the times in order to stay ahead of the pack and innovate but I wouldn't say our approach has changed over the years. The very nature of live event execution is to be adaptable and ready for anything. There will always be barriers and something will always go wrong. Successful event marketers and producers solve the problem, make a plan to move forward, and ensure the audience doesn't notice. We make sure to keep our finger on the pulse of change, emerging technologies, and health & safety standards which inform our processes from ideation to execution. What hasn't changed over the years is our understanding that we are not just experiential marketers or event producers – we are shaping our world's narrative

through brand activation. We bring life to brands, and more importantly, we bring life and light to humans.

Give us a look into your crystal ball—what will events look like in 2021 and beyond?

Our belief is that experiential marketing has seen exponential growth over the past several years for a very important reason: humans crave live experiences. They crave engagement, interaction, and real-life moments. Although online platforms make it easier to create exciting virtual experiences, nothing replaces the interpersonal connections created at any live experience. While we can't pack people together in close proximity right now, we know that digital can't replace human-to-human interaction.

Short term, we expect to produce smaller events with customized personal interactions. We believe that deploying a hybrid model combining live and virtual tactics is the key to moving forward in addition to engaging consumers both at live events and in their homes. Predicting events in 2021 is nearly impossible but we know for sure that it will involve hybrid tactics, fewer attendees, and be more dependent on digital than ever before.

