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.