

2026 CASE STUDY CHALLENGE: WILD CAUGHT TEXAS SHRIMP

How “Caught Here. Not Brought Here.” Made Texas Shrimp the Obvious Choice

(Link to deck [here](#))

Client: Texas Department of Agriculture – Wild Caught Texas Shrimp

Industry: Agriculture / Seafood

Challenge:

Texas shrimpers faced increasing pressure from low-cost imported shrimp, with consumers and foodservice decision-makers struggling to distinguish local, wild-caught shrimp from imported alternatives.

Solution:

Hahn launched a two-year, research-driven integrated campaign anchored by “Caught here. Not brought here.” to clearly differentiate Wild Caught Texas Shrimp through education, pride of origin, and omnichannel storytelling.

Key Outcomes:

- The paid campaign delivered a total of 101,388,925 impressions since the campaign began in October 2024, successfully achieving and exceeding the targeting impression goal of 81M impressions by 1.2x.
- Through four seasonal earned media pushes, the campaign secured 203 placements delivering 185M+ impressions across online, print and broadcast outlets.
- 106.6K users driven to WildCaughtTXShrimp.com
- 38.5K Meta engagements across nine influencer campaigns
- Sustained awareness and differentiation across consumer and trade audiences

Deliverables:

Advertising, Brand Guidelines, Brand Strategy, Campaign Creative, Community Engagement, Content Creation, Content Strategy, Copywriting, Data & Analytics, Influencer Marketing, Integrated Campaigns, Video & Animation, Optimization & Testing, Public Relations, Research & Trends, Social Content & Management, Social Media Strategy, Websites

The Challenge

Imported, farm-raised shrimp – primarily from overseas – had become visually indistinguishable from Texas wild-caught shrimp at grocery stores and on restaurant menus. Despite strong consumer interest in local and high-quality food, purchase decisions were largely driven by price due to a lack of clear differentiation at the point of choice.

For the Texas shrimp industry, this erosion of perceived value threatened not only sales, but long-term economic viability for coastal communities. The challenge was to cut through a crowded, price-driven marketplace and reframe Wild Caught Texas Shrimp as a premium, pride-worthy choice rooted in quality, traceability, and Texas identity.



CAUGHT HERE. NOT BROUGHT HERE.

Objectives

Primary Objective

- Increase awareness and differentiation of Wild Caught Texas Shrimp versus imported alternatives among Texas consumers.

Secondary Objectives

- Influence restaurant owners and foodservice decision-makers to source and identify Wild Caught Texas Shrimp on menus.
- Reinforce trust, transparency, and pride in Texas seafood.

Measurement of Success

- Impressions and reach against benchmark goals
- Website traffic and engagement
- Influencer engagement metrics
- Search behavior shifts related to shrimp origin (Google Search Lift)
- Quarterly reporting against defined imprint benchmarks

Strategy (The Approach)

Research revealed a critical insight: while Texans value local products, most could not confidently identify where their shrimp came from or why it mattered. At the same time, restaurant menus often failed to specify shrimp origin, removing another opportunity for informed choice.

The strategy focused on differentiation through origin. By clearly and repeatedly answering questions like Where did your shrimp come from? How far did it travel? How long did it take to get here?, the campaign reframed shrimp from a commodity into a story of place, quality and pride.

A fully integrated, education-forward approach ensured consistent messaging across paid media, earned media, influencer partnerships, digital platforms, and point-of-purchase environments—reaching both consumers and trade audiences with the same unmistakable signal: Texas shrimp is different.



CAUGHT HERE. NOT BROUGHT HERE.

Solution (What We Did)

At the center of the campaign was the tagline “Caught here. Not brought here.”, serving as both a rallying cry and a clear point of differentiation.

Hahn delivered an omnichannel campaign that included:

- Brand positioning and creative development rooted in Texas pride
- “Path to Plate” storytelling that highlighted traceability and freshness
- Paid digital, print, streaming video, and programmatic media
- Influencer partnerships showcasing real-world preparation and consumption
- Earned media outreach to extend credibility and reach
- Key stakeholder relationships
- A refreshed website experience designed to educate and convert interest into action

The creative contrasted wild-caught Texas shrimp with imported alternatives, using simple, provocative questions and visuals to make origin impossible to ignore.

Results & Impact

Performance Metrics:

- The paid campaign delivered a total of 101,388,925 impressions since the campaign began in October 2024, successfully achieving and exceeding the targeting impression goal of 81M impressions by 1.2x.
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- 106.6K users driven to WildCaughtTXShrimp.com
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Brand & Behavioral Impact:

- Increased consumer awareness of shrimp origin and traceability
- Strong engagement from foodservice and retail stakeholders
- Positive feedback from industry leaders and state representatives affirming campaign effectiveness

Measurement Framework:

- Quarterly reporting using a proprietary Imprint Model to assess message penetration among target audiences
- Ongoing Google Search Lift analysis to track shifts in how Texans search for shrimp by origin

Overall, the campaign demonstrates how research-driven strategy and integrated execution can elevate a local industry, shift consumer perception, and build long-term value beyond price.



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Campaign Assets

Advertising: Video

(Link to 2024 video [here](#))



(Link to 2025 video [here](#))

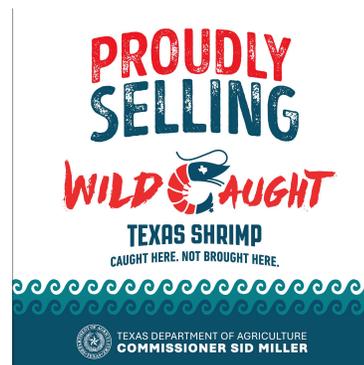
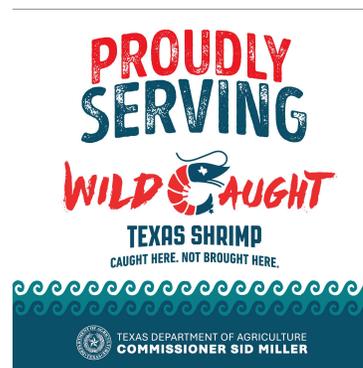




CAUGHT HERE. NOT BROUGHT HERE.



Advertising (Specialty Items)





CAUGHT HERE. NOT BROUGHT HERE.

THIS SUMMER
PEEL. EAT. REPEAT.

Advertising (Print)

No matter if you grill it, sauté it, or boil it, there's nothing fresher, tastier or healthier than Wild Caught Texas Shrimp. Dining out or cooking in, look for the seal. It's boatloads better from our own backyard.

CAUGHT HERE. NOT BROUGHT HERE.
 WildCaughtTxShrimp.com

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TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

WildCaughtTxShrimp.com

LOOKS LIKE YOUR SHIP JUST CAME IN.

Lucky you. You get to enjoy the freshest, healthiest and tastiest shrimp on the planet. Caught just for you from our Texas waters. When you're craving the best, look for the Wild Caught Texas Shrimp seal at your local seafood restaurant, market or your local grocery store.

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LEGENDARY GREEK SHRIMP SAGANAKI

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TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

WildCaughtTxShrimp.com

YOU'RE GONNA NEED A BIGGER APPETITE.

The freshest, healthiest and tastiest shrimp on the planet comes from our own Texas waters. When you're craving the best, look for the Wild Caught Texas Shrimp seal at your local seafood restaurant, market or your local grocery store.

CAUGHT HERE. NOT BROUGHT HERE.

GA-GA GAMBAS AL AJILLOOOOH

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TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

WildCaughtTxShrimp.com

IT'S A BOWL. IT'S A PLATE. IT'S SUPER, MAN!

And it's the freshest, tastiest, healthiest shrimp brought to you from the Texas waters. When you're craving the best, look for the Wild Caught Texas Shrimp seal at your local seafood restaurant, market or your local grocery store. Insist on nothing less.

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TUSCAN BUTTER SHRIMP

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COMMISSIONER SID MILLER

WildCaughtTxShrimp.com



CAUGHT HERE. NOT BROUGHT HERE.

SALTY OCEAN MIST NOT INCLUDED.

The freshest, healthiest and tastiest shrimp on the planet comes from our own Texas waters. When you're craving the best, look for the Wild Caught Texas Shrimp seal at your local seafood restaurant, market or your local grocery store.

WILD CAUGHT TEXAS SHRIMP

CAUGHT HERE. NOT BROUGHT HERE.



MELT IN YOUR MOUTH SHRIMP RISOTTO
GET RECIPE

LOOKS LIKE YOUR SHIP JUST CAME IN.

Lucky you. You get to enjoy the freshest, healthiest and tastiest shrimp on the planet. Caught just for you from our Texas waters. When you're craving the best, look for the Wild Caught Texas Shrimp seal at your local seafood restaurant, market or your local grocery store.

WILD CAUGHT TEXAS SHRIMP



LEGENDARY GREEK SHRIMP SAGANAKI
GET RECIPE

HOW 'BOUT A HOT, HEAPING BOWL OF HAPPINESS?

When you're craving the best, look for the Wild Caught Texas Shrimp seal at your local seafood restaurant, market or your local grocery store.

WILD CAUGHT TEXAS SHRIMP

CAUGHT HERE. NOT BROUGHT HERE.



HEARTY TEXAS SHRIMP WONTON SOUP
GET RECIPE

TxShrimp.com
TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

WildCaughtTxShrimp.com

TEXAS DEPARTMENT OF AGRICULTURE
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SAY FRESH. SAY YUM. SAY VICHE!
Texas Ceviche
GET RECIPE
Advertising: Digital



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ROLL WITH THE CRUNCHES.
Shrimp Spring Rolls
GET RECIPE



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FRESHNESS THAT WILL FLOAT YOUR BOAT.
ASK FOR IT



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BINGO. BANGO. MANGO.
Shrimp Mango Salad
GET RECIPE



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FIREWORKS FOR YOUR MOUTH.
Jalapeño Shrimp Poppers
GET RECIPE



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FROM GULF TO GRILL.
EXPLORE RECIPES



TEXAS DEPARTMENT OF AGRICULTURE
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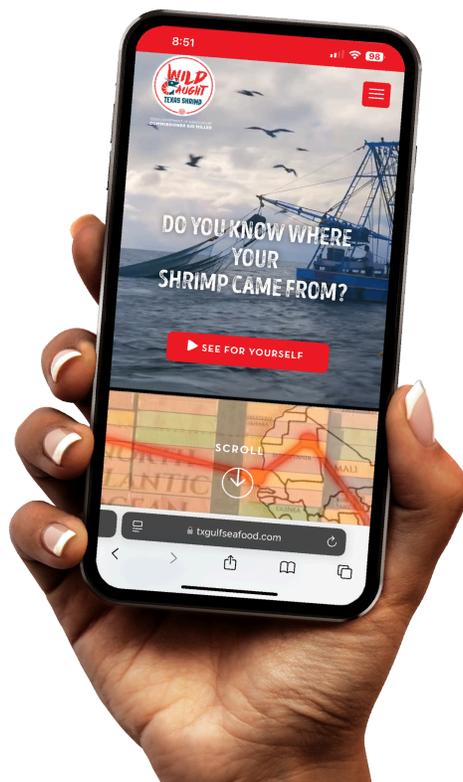
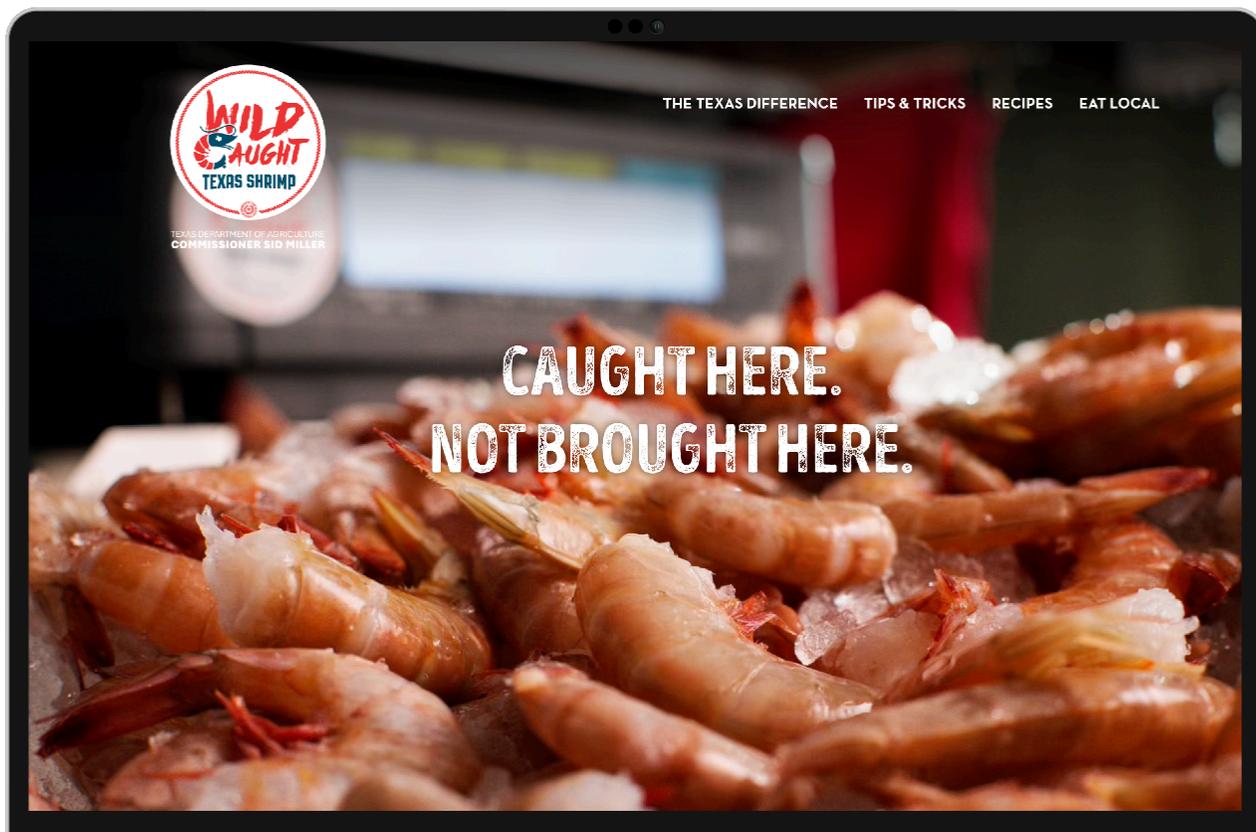
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Website





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Social/Influencer Campaigns



littlespicejar · Follow
Paid partnership with [texasagriculture](#)

littlespicejar · 5w
Hot Honey Garlic Shrimp

#Sponsored #WildCaughtTexasShrimp

1¼ pound large Wild Caught Texas Shrimp, peeled and deveined
½ cup hot honey
3 tablespoons low sodium soy sauce
1 teaspoon toasted sesame oil
5 cloves garlic, minced
1 teaspoon ginger, grated or paste
1 teaspoon chili crunch (or chili crisp)
2 teaspoons rice vinegar
½ teaspoon cornstarch
1 tablespoon butter
2 teaspoons avocado oil
Cooked Jasmine rice, for serving
Sliced scallions, for serving

In a small bowl, combine hot honey,

350 likes
April 11

Add a comment...



coupleinthekitchen · Following
Paid partnership with [texasagriculture](#)

coupleinthekitchen · 4w
Garlic Honey Shrimp! There's no need for takeout when you can make it better yourself at home.

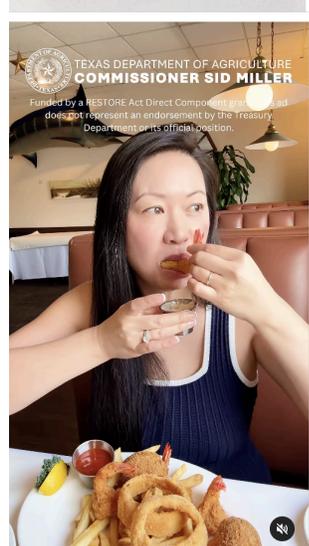
Nothing beats the taste of fresh, Wild Caught Texas Shrimp and this recipe comes together so fast. It's perfect for a busy weeknight.

Say yes to sustainable, local options by supporting local fisherman.

🍷🍷🍷 Garlic Honey Shrimp:
~ 1 pound Texas Wild Caught Shrimp
~ 5 cloves garlic, minced
~ 1 tablespoon ginger, minced
~ ¼ cup of honey
~ ¼ cup of soy sauce

2,224 likes
April 17

Add a comment...



femme_foodie · Follow
Paid partnership with [texasagriculture](#)

femme_foodie Edited · 5w
Why Wild Caught Texas Shrimp Tastes Better! 🍷

Houston foodies, can you tell the difference between Wild Caught Texas Shrimp and imported shrimp? I visited Christie's Seafood & Steaks, one of Houston's oldest seafood spots, to find out—and trust me, the difference is clear. Wild Caught Texas Shrimp is naturally sweeter with a plump, firm texture, making it a true seafood lover's dream!

Christie's Seafood & Steaks serves up a full menu dedicated to Wild Caught Texas Shrimp, featuring everything from their famous fried shrimp platter and stuffed shrimp to shrimp po boys and

228 likes
April 8

Add a comment...

tasting.thyme · 5w
Big yes! Gulf shrimp all the way for us 🍷🍷🍷

saniyakurji · 5w
Looks so good!! Can't wait to try this one!

pennies_for_a_fortune · 5w
Yuum! They look so good!

jimbice33 · 4w
Okay had no idea Texas had giant shrimp yum!

whatjewwannaeat · 4w
Yum! Those shrimp look legit

come.eat.with.me.mn · 4w
Those shrimps look nice and plump!! I'd eat two or three bowls!

itssamazing · 5w
I've always wanted to try them! 🍷🍷
Looks delish! 🍷

lindaeatsworld · 5w
The shrimp looks so good

themelaniecamp · 5w
Yum 🍷🍷🍷 Wild caught is always better!



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sanantoniomunchies • Follow
Paid partnership with [texasagriculture](#)

sanantoniomunchies Edited • 5w
Wild Caught Texas Shrimp takes center stage in one of Dorrego's most crave-worthy dishes, an elevated paella that blends land and sea into a rich, savory experience. Caught right off the Gulf Coast and known for its incredible texture and taste, this shrimp adds a vibrant burst of flavor to every bite.

Dorregos in downtown San Antonio, their paella is a must-try: a delicious medley of chicken, beef, and of course, Wild Caught Texas Shrimp, simmered in a deeply seasoned, authentic base inspired by the traditions of Buenos Aires. It's a dish that celebrates the bold spirit of the Gulf and the culinary artistry that brings it to life.

61 likes
April 14

Add a comment...

hangryhoustonian and 2 others
Paid partnership with [texasagriculture](#)
Original audio

hangryhoustonian 13w
Dive into the flavors of Houston's culinary history at [@christiessfd](#) where tradition meets taste! Celebrating 108 years of excellence, this family-owned gem showcases the best of Wild Caught Texas Shrimp. 🍤

From the pristine Gulf to your plate, every shrimp is hand-peeled, de-veined, and breaded with love for 108 YEARS, ensuring unmatched quality in every bite. Indulge in their Famous Fried Shrimp or elevate your meal with the Blackened Shrimp on a Greek Salad.

Every dish tells a story of sustainability and local pride, supporting our hardworking fishermen.

2,283 likes
June 5

Add a comment...

femme_foodie and **goodecoseafood**
Paid partnership with [texasagriculture](#)
Original audio

femme_foodie 15w
What Makes Wild Caught Texas Shrimp So Delicious? 🍤

If you haven't experienced the mouthwatering taste of Wild Caught Texas Shrimp, you're truly missing out! According to Chef Jeremy Wood of Goode Co. Seafood, Wild Caught Texas Shrimp outshines imported varieties, thanks to the pristine waters of the Texas Gulf Coast that infuse each shrimp with an unforgettable, authentic flavor. 🍤

For over 40 years, Goode Co. Seafood has partnered with trusted vendors to bring in the freshest Wild Caught Texas

50 likes
May 22

Add a comment...

theaustintourist 6w
Dangggg sounds delicious

treyschowdown 6w
That's looks so delicious 🍴🍴🍴🍴

random.acts.of.snacks 6w
Oh that looks excellent 🍴🍴

amh16 13w
My 5 year old loving shrimp boy LOVES this place! 🍴

heymmarlie 13w
My dad has been taking me to [@christiessfd](#) since I was a baby!! Such a special place and hands down the best fried shrimp in town!! 🍴

3 likes Reply

matthewcope9 15w
the best!!

1 like Reply

fieldingsriveroaks 15w
Yum!!!

1 like Reply



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sanantoniomunchies · Follow · Original audio

sanantoniomunchies · Edited · 10w
If you're craving bold Texas flavors with a touch of Southern charm, @ourdroustexasbistro on the San Antonio River Walk is calling your name. Their Wild Caught Texas Shrimp are the real deal, fresh from the coast, perfectly seasoned, and cooked to perfection in a way that highlights every bit of their natural flavor. Whether you're diving into their signature Shrimp & Grits or savoring them blackened, grilled, or folded into their famous seafood platters, you'll taste the Gulf in every juicy bite. 🍤

Texas Agriculture Commissioner Sid Miller and I invite you to experience the flavor of Texas like never before, and there's no better place to start than

Liked by explore_with_westley and others
June 26

Add a comment...

dsn_1030 Locally caught seafood 🍤
10w 1 like Reply

bootlegfoodreview Looks delicious!!
10w 1 like Reply

the_lost_local_sa Looks Good! 🍤🍤🍤
10w 1 like Reply



hangryhoustonian and 2 others · Paid partnership with texasaagriculture · Original audio

hangryhoustonian · A shrimp lover's paradise at Pier 6! 🍤 Just spent the perfect day on Galveston Bay, savoring the freshest Wild Caught Texas Shrimp. From the Seafood Pasta to the Creamy 'Dock' Shrimp, every dish was delicious. The best part? Knowing the shrimp was locally sourced from Texas waters. If you're in the area—now THROUGH the state of Texas! Next time you're in the area, make Pier 6 your go-to spot for the freshest, most flavorful seafood ever! 🍤 #WildCaughtTexasShrimp

vanhall My favoriteeee!!! Haven't been in a while - def need to go back!!
12w 3 likes Reply

beckytravellist Good food with a good view! My kind of place!
12w 3 likes Reply

hootsofanightal This looks so fresh and delicious!
12w 2 likes Reply

hoot075 I haven't been there in awhile, this is my sign to go visit soon!
12w 1 like Reply

austinfoodstagram Omg yum! Love Texas seafood!
12w 1 like Reply

thehungrypette That spread 🍤🍤
12w 1 like Reply

onehungryangel Ooh the perfect meal by the pier!
12w 3 likes Reply

theaustintourist Oh this looks so good
12w 2 likes Reply

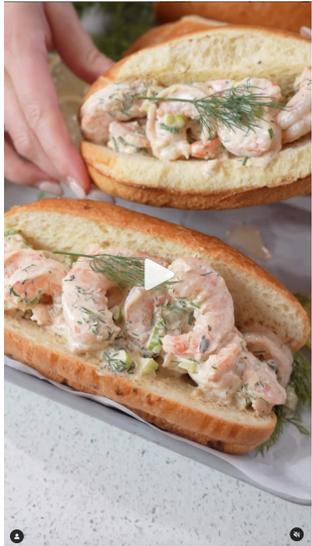
Liked by Menests and others
October 21, 2024

Add a comment...

texasoutdoorfoodie 12w
So great when places serve fresh local seafood!!

anhtisocial 12w
Tide to table 🌟

austinfoodstagram 12w
Omg yum! Love Texas seafood! 🍤



coupleinthekitchen and texasaagriculture · Paid partnership with texasaagriculture · Original audio

coupleinthekitchen · Shrimp rolls are tasty, ready in minutes, and a true taste of an affordable luxury. To make a great shrimp roll it all starts with quality shrimp, and nothing beats the taste of fresh, Wild Caught Texas Shrimp with our Texas shrimp rolls. Make these super easy shrimp rolls with our quick and delicious recipe: Peel and devein the 1.5 pounds of shrimp, then boil them for 2-3 minutes, before putting in an ice bath. Then mix with this dressing recipe and toss the shrimp in it before stuffing into brischo rolls:

- 1/2 cup mayonnaise
- 1/2 cup diced celery
- 1/3 cup chopped green onions
- 1/4 cup chopped dill
- 2 Tbsp chopped chives
- 2 Tbsp chopped caesar
- 1 Tbsp Dijon mustard
- 1 tsp red wine vinegar
- Zest of 1/2 lemon
- 2 cloves garlic, minced
- 1/2 tsp paprika
- 1/4 tsp onion powder
- 1/2 tsp sea salt
- Fresh cracked pepper

Funded by a RESTORE Act Direct Component grant. This ad does not represent an endorsement by the Treasury Department or its official position. #WildCaughtTexasShrimp #Sponsored

fitfoodiesonwheels That is soooo simple and quite delicious looking!
13w 1 like Reply

shelbysorel @sooooooood
13w Reply

2,669 likes
October 6, 2024

Add a comment...

bigworldlittlelynn 13w
these shrimp rolls look so tasty!

fitwithnikk_ 66w
Oh Love anything shrimp!

barrelcreekprovisions 13w
All Texas everything is the way to go!



CAUGHT HERE. NOT BROUGHT HERE.

Public Relations



Creating dishes with locally caught shrimp

May 13, 2025 4:35 PM in News - Local By: Lily Celeste

Share: [social media icons]



South Texas College culinary instructor and Texas Department of Agriculture Ambassador Nadia Casaperalta makes ceviche while discussing the importance of purchasing and cooking with locally caught shrimp from the Gulf of Mexico.

With the rise of cheap, imported shrimp raised in unsustainable conditions flooding U.S. markets, this is the perfect time to highlight the pride of the Texas tide and share how sustainable, locally sourced seafood that supports Texas shrimpers and delivers unbeatable flavor to viewers.

THE BOWIE NEWS



(Family Features) Few things taste better on sunny summer days than meals fresh from the grill. With family reunions, weekend cookouts and other casual get-togethers likely on the calendar for the warmer months, now is the perfect time to fire up your grill to feed a crowd.

To take those meals with family and friends to the next level, look to a versatile protein like seafood as the focal point of the menu. Even if you don't consider yourself a grill master, Wild Caught Texas Shrimp are an easy, beginner-friendly option to test the waters.



2 | TASTE

SAVORY, SUSTAINABLE SUMMER SEAFOOD

GRILLED SHRIMP SKEWERS

- 1 lb. wild-caught shrimp, peeled and deveined
- 1/2 cup olive oil
- 1/2 cup lemon juice
- 1/2 cup soy sauce
- 1/2 cup honey
- 1/2 cup brown sugar
- 1/2 cup garlic powder
- 1/2 cup onion powder
- 1/2 cup paprika
- 1/2 cup black pepper
- 1/2 cup salt

TEXAS CEVICHE

- 1 lb. wild-caught shrimp, peeled and deveined
- 1/2 cup lime juice
- 1/2 cup onion
- 1/2 cup tomato
- 1/2 cup cucumber
- 1/2 cup bell pepper
- 1/2 cup jalapeno
- 1/2 cup cilantro
- 1/2 cup salt

JALAPENO SHRIMP POPPERS

- 1 lb. wild-caught shrimp, peeled and deveined
- 1/2 cup flour
- 1/2 cup cornmeal
- 1/2 cup salt
- 1/2 cup black pepper
- 1/2 cup paprika
- 1/2 cup onion powder
- 1/2 cup garlic powder
- 1/2 cup salt

HAPPY CLIENT!ZZ

“Love these y’all, everything looks GREAT!”

“Coastal stakeholders are gushing over the new artwork and tagline – I just love it too. I showed to State Representative Janie Lopez (RGV) yesterday during our in-house meeting and she said it was ‘fantastic’! 😊”

“Love em! Thank you all for everything!”

“I’m so excited about everything you all are doing right now. It’s so clever and fun!”

“Thank you so much for yesterday’s presentation; it was pointed, smart and simply amazing. What you all are doing is truly having a positive impact on our struggling coastal stakeholders and I am so humbled and grateful to have the entire Hahn team by my side.”



“Jeff, you have an incredibly smart, talented and caring team – I’ll always be your agency’s biggest fan and advocate.”