

Company: Partner.Co, Midvale, UT USA

Company Description: Partner.Co is a partnership of better-for-you brands that pays independent entrepreneurs to help people achieve a lifestyle, body and business they love. We believe in a true partnership where we prioritize our Brand Partners' success, knowing if we serve them well, our mutual success is guaranteed.

Nomination Category: Video Categories

Nomination Sub Category: Events & Webcasts

Nomination Title: PXP'24 | The Partner.Co Experience Highlights

1. Date this production was first released/publicly viewed:

Sept. 31, 2024

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

Total 189 words used.



The PXP'24 Highlight Video was created to capture the energy, emotion, and impact of Partner.Co's premier global event and to extend that momentum far beyond the stage. The video had two primary objectives:

1. **Celebrate and showcase the PXP'24 experience**, including keynote moments, product launches, Brand Partner recognition, and community connection across multiple countries.
2. **Serve as a high-energy recruiting and promotional asset**, helping Brand Partners convey the scale, spirit, and credibility of the Partner.Co movement to potential new partners.

Shot across multiple international event locations and edited with cinematic pacing and music, the video captures the excitement of major announcements, the emotion of personal transformations, and the power of collective momentum.

The highlight video has been used across digital platforms, email campaigns, and in-field presentations as a core promotional tool. It reinforces Partner.Co's identity as a company that invests in people, builds culture through experience, and delivers global alignment in real time.

As a visual summary of what it feels like to be part of Partner.Co, the PXP'24 Highlight Video inspires belief, drives FOMO, and motivates action, making it an essential tool for engagement and enrollment.

3. Provide the applicable creative and production credits for this entry:

Attachments/Videos/Links:

[PXP'24 | The Partner.Co Experience Highlights](#)



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