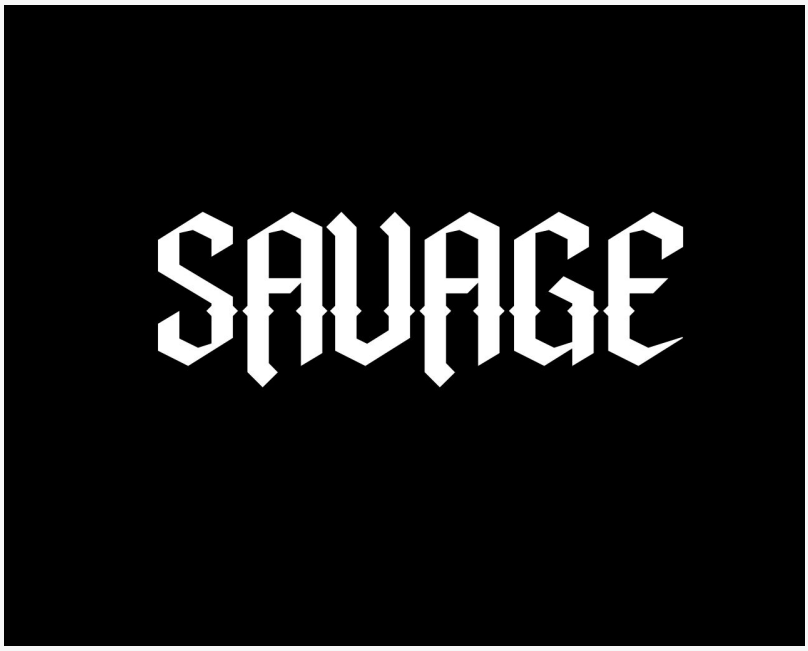
SAVAGE LAUNCHES WITH AN INTELLIGENCE-FIRST APPROACH TO CULTURE AND GROWTH

A new creative growth company applies tradecraft to identify emerging signals, recognize patterns, and turn insight into cultural growth.



Savage Launched

COLORADO SPRINGS, CO, UNITED STATES, September 4, 2026 /EINPresswire.com/ -- SAVAGE launched today as a creative growth company built to turn cultural influence into measurable reach, revenue, and momentum. The company works with the people and properties driving culture—drivers, artists, athletes, veterans, races, shows, and festivals.

SAVAGE doesn't follow culture. It hunts for the signals that come before it.

The company starts with audience intelligence: what communities are actually demanding, where attention is moving, and what people will engage with—not what algorithms say is trending. That intelligence drives what SAVAGE creates, how it builds audiences, and which brands it brings into the culture.
Every interaction generates intelligence. Every cycle makes SAVAGE faster, smarter, and harder to replicate.

SAVAGE is built to find the signal, move first, and turn culture into growth.

The methodology comes from the team's experience in Cyber Operations, Special Operations, Intelligence and all of our verticals. For more than two decades, their work has centered on identifying intelligence trends, detecting patterns others miss, and turning fragmented signals into actionable insight.
This experience has taught the team one thing: the advantage belongs to the people who see

the signal before everyone else sees the trend. You don't build something powerful by following the crowd. You study the behavior, identify the pattern, understand what's driving it—and then you move. That's SAVAGE.
SAVAGE operates where culture is earned, not manufactured: motorsports, extreme sports, music, military community, and the arts. These are not market segments selected from a strategy deck. They are communities the founder and team have lived in, competed in, created in, and supported long before SAVAGE became a business.

That matters.

SAVAGE doesn't enter these communities as an outsider looking for an audience to monetize. We already understand the people, the language, the pressure, the passion, and the culture that drives them.

"Scale usually costs you the truth. It doesn't here," said Tom Frank, Chief Brand Officer and Head of SAVAGE TV. "Intelligence tells us what an audience is actually hungry for, and then we go make the honest version of it. Nothing sanded down, nothing invented. That's how this gets big without getting fake."

"Plenty of people build platforms for culture without asking culture a single question," said Bun B, co-host of Unglossy and a SAVAGE equity owner. "This one starts by listening. That's why I own a piece of it."

SAVAGE hits Sydney this September for the Yokohama World Time Attack Challenge with Yuuki Kamakura of Japan and NASA Time Attack champion Feras Qartoumy behind the wheel. Savage TV launches with five shows following the acquisition of Merrick Studios. Savage driver Robert Stout joins this week's Unglossy to break down the launch, the momentum, and why SAVAGE is accelerating.

The launch is the starting line. SAVAGE is now looking for the people, properties, events, and brands ready to stop competing for attention and start owning it. If you are building something people care about—or a brand ready to get inside the culture instead of advertising around it—SAVAGE is ready to move.

SAVAGE is live at BESAVAGE.CO.

ABOUT SAVAGE
SAVAGE is a lifestyle company and creative engine built to identify what's next, build it first, and turn cultural momentum into growth. We operate inside motorsports, extreme sports, art, music, and military communities—cultures we know because we've lived them.
SAVAGE applies intelligence tradecraft and AI-driven audience intelligence to detect emerging signals, understand what communities actually want, and move before the market catches up. We build brands, create media, grow audiences, activate communities, stage events, and connect

the right brands to the culture.

We find the signal. We move first. We build what’s next.

Real. Raw. Resilient.

BESAVAGE.CO

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