

**Channeling  
Excellence**

Finding our Port.  
Finding ourselves.



**AAPA 2008  
Public Relations  
Committee  
Mid-Year Meeting  
June 13, 2008**

*Masterminding the  
Brand Values of the*



**OF CORPUS CHRISTI**

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## THE UPDATE

- Need for branding maintenance
- The process
- What we learned
- What we are doing
- Where we are
- Reveal Days program
- What is next



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## A NEED FOR BRANDING MAINTENANCE

- Enjoying unprecedented growth adding new business and infrastructure never anticipated by previous management
- **Addition of new departments and employees**
- Failing to unify the image of the port creating marketing pieces as needed
- **Not standard for brand (image or graphics)**
- The employees' attitude towards the port started to reflect due to lack of information and continued education

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## THE IMAGE





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# LOGO EVOLUTION

## Port Brand History



**PORT OF CORPUS CHRISTI**

( 1920 )

*Port of* **CORPUS CHRISTI**

( 1955 )

**PORT**  
**CORPUS**  
**CHRISTI**

( 1976 )



( 1979 )



( 1984 )

**THE PORT**

**OF CORPUS CHRISTI**

( 1994 )

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## THE PROCESS

- Selling the idea
- **Due to port's culture, study the best way for all employees to buy into the process**
  - **EMS & Wellness Programs**
- Develop in phases
- **Less impact to budget**
- Unconditional outside support



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## WHAT WE LEARNED

The assessment results:

- Branding maintenance vs. Re-branding
- **We have a respected known brand**
- Discovered the importance for all employees to be **“in the know”**

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## THE PROCESS

- Created a Mastermind group representing all departments, all levels
- **Asked for input on:**
  - Brand characteristics
  - Brand values
  - Brand Image/graphics
  - What employees should know to properly represent the port in the community



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## WHAT WE HAVE DONE

- **Created a new set of brand characteristics and values**
- Revised the image of the port by updating the logo and tag line and creating the graphic standards
- **Re-established the port employees state of the port – including employee recognition – “We The Port”**

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## WHAT WE ARE DOING

- Better utilization of technology – web/intranet
  - **Create a weekly project update**
  - Graffiti wall to comment or to share ideas
  - **Creation of new employee orientation video – employees, community / with more employee participation**
- Mandatory education/ training for all employees



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## REVEAL & EDUCATION PROCESS

- **Target September – Port's b-day**
- Prepared staff and employees for Big Reveal Day/ Graduation
- **Educated all employees on what is a Brand and the responsibilities to be part of one**
- Worked all logistics for reveal days with a 100% employee participation

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## REVEAL PROCESS

- **Day before – Official presentation to the Port Commission and unveiling of the image – Mastermind group**
- Next following 2 days – Education/presentation/graduation process for all employees



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## REVEAL DAY

- AM & PM educational sessions
- **Explore the Port – Team Challenge**
- 1st annual state of the port luncheon – “We The Port”
- **Graduation in the afternoon – on board flagship touring the inner harbor.**
- Next day AM - Make-up day

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## WHAT HAPPENS NEXT

- Finalize the Standards Manual
- **Begin 2<sup>nd</sup> phase – External outreach**
- Continue utilization of the Mastermind group as advisory group for community outreach
- **Revise the external communication tools and opportunities – to go along and promote the new image and values.**



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## QUESTIONS?

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