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Media Advisory

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**PORT OF CORPUS CHRISTI UNVEILS BRAND MAINTENCE PROJECT AT
PORT COMMISSION MEETING IN SEPTEMBER**

(Corpus Christi, TX) – A year ago, The Port of Corpus Christi launched a branding initiative to identify and fortify key aspects of the Port’s identity. In response to unprecedented new business, expanding infrastructure and a growing family of employees, Port management recognized a need to reinforce its brand image. *On Tuesday, September 9 at 9:00 a.m., at the Port’s monthly Commission meeting at the Ortiz Center*, the Port will present the updated graphic identity that will be the foundation of an ongoing brand management program that will ultimately impact every aspect of the Port’s business and marketing efforts.

“As the Port grows and seeks new business and new partners around the globe, the importance of a carefully executed and consistently applied brand grows as well.” said Ruben Bonilla, Chairman Port Commission. *“It is vital that the Port maintain its competitive edge among American ports. Refreshing our Port’s image at reasonable intervals is one of the best mechanisms for achieving that end. Our brand management program will ensure consistent implementation of the Port’s brand (and brand message) across the full scope of Port activities and departments.”* said John LaRue, Executive Director.



Overseen by the Community Relations Department, the Brand Management Project was facilitated by T. Scott Gross, a branding expert from Kerrville, Texas and Morehead, Dotts and Associates, the Port's advertising agency. Fundamental to the success of this effort was the creation of the *MasterMind* Team. The 20 members of the team represented a cross section of Port departments, including staff and management level personnel. The *MasterMind* Team's commitment pushed the agency creative group and the brand consultant beyond their initial concepts—resulting in a striking and compelling visual image supported by a continuing training process involving Port personnel at all levels to earn maximum ownership of, and a new understanding and enthusiasm for, the Port's brand.

WHAT: Brand Maintenance Project

WHEN: Tuesday, September 9 @ 9:00 a.m.

**WHERE: Congressman Solomon P. Ortiz International Center
402 Harbor Drive**