



PORT CORPUS CHRISTI®

Moving America's Energy



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USING VIDEOGRAPHY TO CREATE AWARENESS FOR YOUR PORT W/O BREAKING THE BANK

Patricia Cardenas
Communications Director



THE PROJECT

LAST STATE OF THE PORT
Presented by
Outgoing Port Commission Chair

THE MESSAGE

- Showcase the success of the port and the impact to the region
- Tide message with “People Move Our Port” Community awareness campaign
- Present information in a very unique way
- Blend the information & beauty of the port
- Identify location of projects around the port



PRODUCTION

- Used Prezi to format presentation – highly visual & allows storytelling
- Computer Animated Intro & Outro
- Photography & Video
 - Go-Pro
 - Drone
 - iPhone Time Lapses



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THE TEAM

- Port Commission Chair
- Communications Department Team
 - MDR Advertising



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THE OUTCOME





THANK YOU

QUESTIONS • COMMENTS?

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