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

- Need for branding maintenance
- The process
- What we learned
- What we are doing
- Where we are
- Reveal Days program
- What is next
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
Channeling Excellence
Finding our Port. Finding ourselves.

THE IMAGE
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LOGO EVOLUTION

Port Brand History

PORT OF CORPUS CHRISTI
(1901)

PORT OF CORPUS CHRISTI
(1955)

PORT CORPUS CHRISTI
(1976)

PORT CORPUS CHRISTI
(1979)

PORT CORPUS CHRISTI
(1984)

THE PORT OF CORPUS CHRISTI
(1994)
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
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**"
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
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”
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
REVEAL & EDUCATION PROCESS

- Target September – Port’s birthday
- 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
• 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
WHAT HAPPENS NEXT

- Finalize the Standards Manual
- Begin 2\textsuperscript{nd} 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.
QUESTIONS?