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KGBTexas .communications Rolls Out New Branding

New website, logo reflect evolution of capabilities

(July 16, 2010) SAN ANTONIO – KGBTexas .communications today unveils its new [website](#) and logo, reflecting the evolution of the agency from a traditional public relations and advertising firm to a full-service interactive communications company. KGBTexas has bolstered its interactive and website development capabilities to meet and exceed the continually evolving needs of its clients and keep pace with the ever-changing digital landscape.

“We cannot do business the same way we did when we started in 1994,” founder and CEO Katie Gardner Harvey said. “While companies still need traditional public relations and advertising services, the move to digital cannot be ignored. We have spent the last 24 months developing out our social media and digital capabilities in order to offer our clients a full suite of services. Our new logo and website are representations of our full range of capabilities.”

- **Interactive:** KGBTexas beefed up its Internet capabilities to go beyond mere website development and design. The cache of Web weaponry includes Web applications, search engine optimization (SEO), smart phone applications, mobile websites, Google Analytics and customized content management systems (CMS). In addition, KGBTexas is an approved and licensed iPhone application developer.
- **Public relations:** KGBTexas understands the challenges and complexities of the shifting communications landscape and is adept at leveraging the latest social media instruments – blogs, Twitter, Facebook, YouTube – to augment messaging and build thought leadership for clients.
- **Government relations/public affairs:** KGBTexas is a proven leader in providing clients with specialized government affairs and public policy expertise integrated into public relations, marketing and advertising strategies. Whether managing a crisis, advocating for a policy issue or conducting grassroots community outreach for a high-profile public project, the well-connected public affairs team helps clients successfully navigate sensitive political environments and strategically communicate with a wide variety of stakeholders including elected officials, business leaders, community activists and the media.
- **Marketing:** KGBTexas' experience in a wide range of industries arms clients with the necessary tools – branding, advertising, research, collateral and promotions. The agency determines how to reach a target audience when and where they are most receptive by incorporating virtually any media channel including traditional and digital.

- **Creative:** KGBTexas blends strategy with creativity. The talented designers, writers, artists and Web developers create materials that win friends and influence people. The focus is on creative ideas that result in the desired outcome — increasing Web hits, driving traffic to stores or simply raising awareness and reinforcing a brand. All of which lead to sales. And this is done by employing broadcast, print, outdoor, the Internet and social media in ways that engage and entice the intended audience.
- **Media:** KGBTexas has a veteran media planning and placement team that takes an integrated approach utilizing the latest media and market research to arrive at the most effective and efficient mix.

“The landscape keeps changing. We have evolved to not only survive, but thrive in this new environment and lead our clients to the opportunities that are on the horizon,” Harvey said. “We have added professionals across the organization who possess the ability to keep KGBTexas growing because, after all, our industry is anything but static.”

ABOUT KGBTexas .COMMUNICATIONS

KGBTexas .communications (www.kgbtexas.com) is an award-winning, full-service strategic communications agency with offices in San Antonio and Houston. In 2010, it was named the largest public relations agency in San Antonio for the sixth consecutive year by the *San Antonio Business Journal*. KGBTexas offers a suite of communication services including public relations, advertising, new / social media, and digital marketing and interactive services. Katie Gardner Harvey founded the firm in 1994 and has since grown it into a multi-million dollar company with 60 national and regional clients in fields ranging from banking and health care to food service, retail merchandising and the public sector. Follow KGBTexas on Twitter (<http://twitter.com/kgbtexas>), on Facebook (www.facebook.com/kgbtexas), on its blog (<http://www.communi-k.net/>) or visit www.kgbtexas.com.

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