

Marketing & Media

North San Antonio Chamber of Commerce refreshes image in new ad campaign

Premium content from San Antonio Business Journal - by Andi Rodriguez

Date: Thursday, November 4, 2010, 6:51pm CDT

The North San Antonio Chamber of Commerce, with over 1,300 members, has supported San Antonio's enterprising business community for more than 35 years.

Now, the chamber is freshening its image, launching an updated advertising strategy and branding message that speaks to its support of business: "Keeping San Antonio Strong."

However, as a membership organization whose mission is to strengthen member businesses, explains **Renée Crittenden-Garcia**, its success depends on fiscal responsibility and the commitment of its members. Crittenden-Garcia, advertising and public relations agency of record since 2006 for the North Chamber and Lead SA, insists the credit belongs to key industry professionals — North Chamber members who provide time and resources "without breaking the bank."

She has been adamant about pulling in a number of "key creatives" over the years to assist with newsletter and website design as well as event marketing support.

"Consistently over the last five years, the North Chamber has utilized a group of creative small businesses to create high-impact marketing solutions at sensible rates," says Crittenden-Garcia. "I have led the event marketing team...Michael (Wyant, of Zukini Creative) and I have created a proven formula for master planning marketing tactics, materials, branding, copy and creative that showcases each event. Then, I work with staff, volunteer leadership and Murray (Breit, of GeoMedia) to deliver informative and entertaining events with high production value that don't blow the budget."

Crittenden-Garcia adds that additional creative credit goes to **Roger Hall**, Full Fusion (newsletter and technology events graphic design); **Tracie Taylor Ochoa**, TO Design; **Lara August**, ROBOT and Texas Creative.

She says two of her most loyal volunteers are KSAT 12 anchor Steve Spriester and KABB/FOX anchor **Michael Valdes**.

"They've become the faces of the North Chamber," she quips.

For more info on the North Chamber, visit www.northsachamber.com

Read more: [North San Antonio Chamber of Commerce refreshes image in new ad campaign | San Antonio Business Journal](#)