

# Brand Copy & Voice

## Headlines

Coast Like A Texan

Coast Your Own Way

Coast On In To Corpus Christi

Unwind on open water

Wouldn't you rather be at the beach?

Work trip for you, vacation for your family, that's a win-win Texas style

Turn your big meeting into a bonus vacation

Coast into your next event your next meeting could be here

Make winter yours and coast your own way

Take winter to the coast

Do the holidays your way

Spend winter on your own terms

Do it your way and you're doing it right

The coast is yours, come and get it

From our coast to your inbox

We've got a lot going on, take it all in

Coast your way into the holidays, make your getaway

The holidays are better when you're coasting

Bring the family together at the coast

There's only one gulf coast capital

This Is How You Make the Coast Yours

The Coast Is Fresher Here

Find Your Wave on the Coast

There Are Many Flavors to Coast From

Get a little sand between your tires

Take in a different view

Discover Corpus Christi

Soak up the moment

Soak up the sun and the moment

Kick back, Texas-style

Coast in the gulf coast capital

Get out and go your own way in corpus christi

Whatever you do, do it big.

Let the good times last

Conquer the water

Taste something original

Catch every moment

Rule the waves

Roam the beach

Make the beach yours

Coast without a care  
Unwind on open water  
Roll in and rule the beach  
Let their spirits take flight  
Cast off into something new  
Go all in on the coast  
Always be ready for take off  
Open up to open water  
Share the love with people you love  
Take a step back in time  
Coast without a care in CC  
Soar above it all in CC  
Coast at your own pace in CC  
Be big on the outdoors  
Meet the beach  
It's your time to shine  
Bay, beach or islands?  
All you have to do is show up.  
Suds on the shores  
Straight from the Gulf  
Diversity is our core  
Make the GCC your playground  
Toast to a perfect getaway  
Get to know where to go in the GCC with the CC Visitor Guide  
Your ticket to the GCC  
Coasting has never been so easy  
Let the good times coast  
Follow the beat of the coast  
Bring It All Together at the Coast  
Go Big When You Go for the Coast  
Roll Out to the Coast  
Take it all in and let it all out  
Live it up your way  
Make time for what matters most  
Get up, get out and get coasting

## Sub-headlines

- When you're in the Gulf Coast Capital, you do things your way. See how you can go big and coast like a Texan in Corpus Christi.
- You can taste the coast in every bite in the Gulf Coast Capital. Check out how you can coast like a Texan in Corpus Christi.
- Go bigger with family time in the Gulf Coast Capital. See what can happen when you coast like a Texan in Corpus Christi.
- A nice filet or the catch of the day is the perfect cap to a day of coasting like a Texan in the Gulf Coast Capital.
- Let your family rule in the gulf coast capital. Get on down and coast like a texan.
- Let your family rule the beach in the gulf coast capital. Get on down and coast like a texan.

- Coast like a texan with a carnival, air show, parades and bull riding competitions at Buccaneer days in Corpus Christi.
- Our way of life is bigger than our beaches. Come to the Gulf Coast Capital.
- With miles of pristine beaches and a million ways to conquer the water, there are no limits to your adventures in the GCC.
- There's one way to coast in CC: your way
- Austin, if keeping things is how you coast, then corpus christi abides.
- San Antonio, you can river-walk your own way, when you're in corpus christi.
- Houston, there's no problem at all, when you do things your own way in CC.
- Dallas, you invented the frozen margarita machine, we perfected the frozen marg experience
- Discover new adventures in CC with the coast your own way attractions pass.
- With so many ways to coast, you may not know where to start. Well, let us be your guide.
- In the GCC, you can try big game fishing, windsurfing, or roam our beaches.
- On the road to the beach, take only the essentials, make the coast yours.
- Not sure how to coast? Have no fear – the GCC Visitor Guide will give you all the inspiration you need.
- The GCC is fresh as can be. Take it all in and add your own flavor into the mix.
- We've got attitude as big as Texas in the GCC. Let yours shine in CC.
- In Corpus Christi, you coast like a Texan. So go do things your way and give windsurfing a try or check out the murals on the seawall downtown.
- Corpus Christi is where the whole family can coast together. Splash around miles of beaches, explore the Texas State Aquarium, and so much more.
- The Gulf Coast Capital is for doing things your way. Set sail in the bay, explore Mustang Island and get your fill of the freshest seafood around.
- When in the Gulf Coast Capital, coast as the Texans do. Go your speed as you soak in some sun, dive into history, and kick back and relax.
- You don't have to be a Texan to coast like one. See all the ways you can rule the coast in Corpus Christi

## Body Copy

Here in the gulf coast capital, We set the stage and let you do your things your own way. Take these goodies with you when you visit corpus christi - you'll need 'em when you're coasting.

Corpus christi planning your next big meeting? Don't stress - coast. We've assembled some handy items to help you fully enjoy your next visit to the gulf coast capital.

### **Fold away tote**

Got milk? Tote it. Got a six-pack? Tote it. Got an armload of stuff to haul to the beach? You know what to do. This tote folds down into a tiny little pouch so compact you can slip it into your back pocket.

### **Insulated drink tumbler**

Your 20-ounce insulated tumbler keeps the hot stuff hot for 8 hours, and the cold stuff cold for 24 hours, take your texas time to relax and enjoy whatever's inside. It'll be ready whenever you are.

### **Beach towel**

You could do yoga on this towel. But maybe a better idea is to unfurl this baby on one of our soft sandy beaches and stretch out for a spell. It's big enough for two to sit lotus-style, so older up a gulf coast sunset and exhale together.

### **Lip balm/sunscreen duo**

At 223 average sunny days a year, we're kinda known for sun. Protect all parts of yourself with this handy and smart duo that gives your skin spf 30 protection. Its coconut scented, so if you smell pleasantly like a piña colada, it is absolutely our fault, not the bartender's.

### **Sunglasses**

We've learned from trial and error that sunscreen doesn't work well for eyes. Protect your peepers with these shades instead, no more squinting, your eyes will thank you.

### **Vinyl car decal**

You've seen 'em: those cars with stickers on the windows, bragging about visiting the gulf coast capital. Your car aches for bragging rights, slap this vinyl car decal on the back window and make your neighbor's car jealous, looks great on minivans, suvs and compact cars alike. (Putting it on the back of your laptop is totally awesome, too.)

We're here for lifelong texans and texans at heart. We've got miles of stunning beaches and unlimited ways to enjoy them in the gulf coast capital take your 4x4 vehicle out on the sand, fish the daylight away, or try every kind of surfing you can imagine. Whatever you do, coast like a texan

Even your camper van gets a little itchy for some surf, salt and sun. When the beach beckons, find miles of oceanfront to explore in the gulf coast capital as for how you choose to explore them, well, that's up to you. And isn't that the best part? C'mon scratch that itch - Coast like a texan.

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Here in Corpus Christi, we coast our own way. We go beyond the surface and let our true colors fly. We do things differently, but we always celebrate the things that make us the same. See how our way of life is bigger than our beaches. Come to the gulf coast capital. Coast like a Texan.

Come do things your way in the gulf coast capital. Try big game fishing, windsurfing, or just roaming our nine beaches. It's time to coast like a texan

Our nine beaches are closer than you think. Coast like a texan in the GCC.

Our nine beaches are closer than you think. Come do things your way in the GCC. Coast like a texan.

We got miles of stunning beaches and unlimited ways to enjoy them in the GCC. Go sailing, big game fishing, or try every kind of surfing. Families love exploring the USS Lexington and TSA. You can cook your own catch or just enjoy every meal with a view. Whatever you do, coast like a texan.

When you coast like a Texan, you do things your way. Start at the beach, where there are miles of sand and surf to enjoy. Get wild on the water with some of the best windsurfing in the world, parasailing, surfing, and boogie boarding, Or, keep it chill with morning paddleboard yoga on the bay, an afternoon cruise on the sand, or a sunset horseback ride, Whatever you do, you can always go your speed

Here in the Gulf Coast Capital, our way of life is bigger than our beaches. Find some time to dust yourself off, fold up that beach towel, and explore your surroundings. Take a trip back in time aboard the USS Lexington before treating yourself to some fresh Gulf oysters and an ocean view. Then, lose yourself in some natural beauty and go birdwatching on a walk through the South Texas Botanical Gardens & Nature Center,

Our dishes are a melting pot where everything comes together. Fresh seafood, tex-mex and bbq are just a few of the flavors you'll enjoy here.

We do things differently here and we invite you to do things your way. Whether you want to roam miles of pristine beaches, go big game fishing or just enjoy every meal with a view. You can have it all in the GCC.

We're here for lifelong texans and texans at heart. We've got miles of stunning beaches and unlimited ways to enjoy them in the GCC. Take your 4x4 vehicle out on the sand, fish the daylight away, or try every kind of surfing you can imagine.

Here we take our time and take what's ours, you can go paddle boarding, spot untouched wildlife; or even cook your own catch, the gulf coast capital has miles of different beaches for you to coast like a texan.

There's a reason why we're the Gulf Coast Capital. This is where we show off our natural beauty, undeveloped coastline, sandy beaches, luminous yellow and orange sunsets, and all the ways to stay active in and out of the water.

From the USS Lexington to the Texas State Aquarium, our attractions all throughout the city make a statement. This is all about what to do and see when you're here.

Our neighborhoods are full of unique shops, restaurants, museums, music, events and other things to experience that make us a true beach community. We'll show visitors the way around Corpus Christi.

Our city has a distinct vibe. It's made up of a colorful and diverse combination of people, personalities, history and culture. Let's show them all the ways we coast.

### **Meet the beaches**

We have miles of beaches to choose from, each with its own appeal. For example, if you are:

- floating with the family: North Beach or McGee Beach each have calm waters and soft sands, with lots of activity just steps away
- ready to play: North Packery Beach is perfect for surfing, kiteboarding, wakeboarding, or simply watching it all play out
- a nature enthusiast: Mustang Island State Park and the Padre Island National Seashore are ideal for birding and wildlife spotting

### **It's your time to shine.**

Here, you're free to pursue the outdoor activities you never had time for before. Splash into the waters as a thrill-seeking adventurer. Wake up at dawn to identify birdlife. Spend a whole day fishing and end with a meal made from your catch. This is your time to let your passions shine.

### **Bay, Beach or Islands?**

Design your day around all the outdoor attractions that happen here naturally. Mother Nature really outdid herself with the coastal tropical bay, nine distinctive beaches and barrier islands that each tell their own story.

For once, you can throw out your planner, get in the car and go. There are nine unique beaches to explore. Delicious seafood everywhere you look. Kid-friendly attractions keep everyone engaged. Never will you hear the words, "I'm bored!" when you coast with us.

Enrich your interest with all the attractions you'll find around town. World War II buffs come to explore the USS Lexington. Find Gulf Coast marine life at the Texas State Aquarium, and local flora is beautifully on display at the South Texas Botanical Gardens & Nature Center.

Dig into the mountain of seafood that you can savor in Corpus Christi. Get ready for Plump Gulf oysters, and we'll tell you the best way to eat them. Find all the hook 'em and cook 'em restaurants, and we'll

reveal how each fish is best prepared. Plus, we've got guides to what's on at the farmers markets every season

With six local breweries to explore, we made it easy by linking them together on the Corpus Christi Beer Trail. See what coastal Texas beer is all about from the downtown Marina Arts District to North Padre Island.

Discover the flavor of mangonada, create your own Michelada, and find your new favorite breakfast taco. Then listen to the lively sounds of Tejano music, learn about the life and works of Selena, and check out exhibits from Hispanic artists at the Art Museum of South Texas. Corpus Christi's Hispanic culture is thriving and ready to be shared with the world.

No matter what your personality and we've got a neighborhood to match. Starting from busy Bayfront/Downtown and expanding out into family-friendly attractions of North Beach and the shops of Central Corpus Christi, we'll break out each neighborhood with highlights and hidden gems

What does it mean to coast like a Texan? Well, you don't have to be a Texan to do it – but it does help. You just have to do your own thing and go as big as you want to go. We set the stage; you own the coast. First off, you have over 100 miles of beaches to explore. Dig your toes in the sand, swim around in the calmer stretches of ocean, or up the stakes a bit with some windsurfing in the bay. The coast is open – enjoy it as you please. If, for some reason, you've had enough of the beach, there are plenty of sights to see. From the Selena memorial to the murals on the Downtown Seawall to the spot of the very first Whataburger, you have a long list to mark off. Just take your time. But definitely check out the Texas State Aquarium and Padre Island National Seashore while you're at it. By this point, you've surely worked up an appetite. Good thing there's no shortage of open-air dining or oceanfront views where you can enjoy the freshest seafood the Gulf can provide. Try Water Street Oyster Bar for oysters with a little sushi on the side, or visit Snoopy's Pier for some family-friendly fare. Cap that off with a brewery tour and you've had yourself quite a day. If you're ready to start coasting like a Texan, we're ready to have you. Start planning your trip and get ready to coast.

Live large and the rest will take care of itself in the GCC. If you're craving some sun, surf and all the good things that go along with them. Then make your way to CC and CLT.

## CTAs

Start Coasting

Discover flavors

Dive deeper

Explore now

Visit now

Get yours