



Sound Energy Solutions / Liquefied Natural Gas Terminal

Agency:

Sound Energy Solutions

Role:

Corporate Marketing

Approach:

- MBI was requested to design and create all media materials prior to and during the Draft Environmental Impact Statement/Environmental Impact Report process
- All materials were presented in English and Spanish
- As manager of all media, MBI worked directly with executive level personnel in drafting educational message points for this very complex, technical process of gas “liquefaction”
- Information was integrated into a media plan that included: district forum meetings, community demonstrations, City Hall presentations, media advisories, press releases, PowerPoint presentations, videos on VHS and DVD, posters, newspaper ads, invitations and brochures



Situation:

- In 2008, MBI was selected to create and brand a new identity and logo for Sound Energy Solutions, a joint venture between Mitsubishi and ConocoPhillips
- Mitsubishi and ConocoPhillips had chosen Long Beach as the location for the first West Coast Liquefied Gas Terminal
- When operational, the terminal would provide up to 20% of Southern California’s natural gas supply and offer an alternative to the region’s reliance on pipelines bringing product from Texas

Achievements:

- MBI provided a comprehensive communications plan for Sound Energy Solutions
- Throughout the Draft EIS/EIR process on the liquefied natural gas import terminal and natural gas pipeline facilities proposed by SES, MBI worked with a team to provide extensive community coverage
- This Draft EIS/EIR was prepared to satisfy the requirements of the National Environmental Policy Act and the California Environmental Quality Act

