



**FOR IMMEDIATE RELEASE**

January 13, 2017

**CONTACT:** Marcie Casas, GDC  
210-236-5000  
[mcasas@gdc-co.com](mailto:mcasas@gdc-co.com)

**CPS Energy Selects GDC Marketing & Ideation as Agency of Record**

**SAN ANTONIO** — CPS Energy has selected San Antonio-based GDC Marketing & Ideation (GDC) as their Agency of Record. GDC is a research and strategy-driven advertising, marketing and public relations agency with a focus on brand development and execution. GDC will provide CPS with services encompassing research, creative, paid media, and experiential marketing.

“At CPS Energy, we strive to put our customers first and connect with them in meaningful way. We selected GDC due to their strong track record in research and consumer engagement, and their ability to develop strategies and creative that help meet and exceed our business objectives,” said Paul Flaningan, Senior Director of Corporate Communications & Marketing for CPS Energy.

**About GDC Marketing & Ideation**

GDC Marketing & Ideation is a full-service advertising, branding and public relations agency located in San Antonio, Texas. For 21 years, GDC has specialized in the general and Hispanic markets, serving clients in the public, private, non-profit and government sectors. GDC’s track record of success with national, regional and local clients in the retail, financial, telecom and healthcare industries demonstrates its ability to manage nationally recognized brands while delivering measurable results at the local market level. For more information about GDC, visit [www.gdc-co.com](http://www.gdc-co.com)

###