



## Bahri

Bahri Logistics | Successfully Launching in the Houston Market

### CHALLENGE

Bahri Logistics, a global leader in logistics and transportation headquartered in Saudi Arabia, and the exclusive shipping and logistics provider for the Kingdom of Saudi and Saudi Aramco, announced their U.S. market entry plans and participation in the Breakbulk Americas Conference in Houston.

### OBJECTIVE

In an effort to create brand awareness among prospective clients and partners attending the event, Bahri partnered with Pierpont to launch a [strategic media](#) and [influencer engagement](#) campaign.

### SOLUTION

#### BUILDING AWARENESS

Pierpont secured media placements totaling nearly 6 million impressions from direct outreach and 88 million in syndicated coverage. In addition, Pierpont facilitated meetings with key stakeholders in the transportation industry, including leadership at the Port of Houston; and helped Bahri commence a relationship with the Greater Houston Partnership.

Building on the momentum attained from the market entry announcement, Bahri returned to Pierpont seeking media relations and event management support for the grand opening of its Houston office.

#### LAUNCHING HOUSTON OFFICE

Understanding Bahri's business objective in North America, particularly the Houston and Gulf Coast markets, Pierpont developed a strategic media relations plan that earned over 3 million impressions, including a front-page *Houston Chronicle* placement.

Additionally, Pierpont managed event logistics, including budgeting, scheduling, selecting a venue, coordinating transportation, arranging speakers and entertainers, working with third-party vendors like décor and catering, designing invitation and marketing collateral, drafting of the run of show and speaking points, and developing contingency plans.

## RESULTS

Through its promotion of Bahri during the Breakbulk Americas Conference and the opening of the Houston office, Pierpont helped solidify Bahri's position as a major transportation and shipping expert in the market.

## BY THE NUMBERS

# 97M

Total Impressions

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