# Helen Thompson Media Builds Momentum with Growing Roster of Leading Texas Brands.

*San Antonio agency expands its work with WB Liquors, La Panadería, Morgan's Wonderland and Hemisfair SA with an integrated modern marketing approach.*



Helen Thompson Media

SAN ANTONIO, TX, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- Helen Thompson Media (HTM), a leading San Antonio-based advertising and media agency founded in 1989, continues to expand its client roster and capabilities through new and growing partnerships with several of Texas' most respected brands and organizations.

Recent work includes WB Liquors, La Panadería, Morgan's Wonderland and Hemisfair San Antonio—four distinctly different organizations connected by strong Texas roots, meaningful community relationships and a need to reach today's consumers across an increasingly fragmented media landscape.

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>
> *Brandon Thompson*

"Businesses are no longer looking for one agency to handle traditional media and another to manage digital," said Brandon Thompson, President of Helen Thompson Media. "They want a strategic partner that understands how television, social media, streaming, search, radio, outdoor, content and analytics all work together. That integrated approach is where HTM continues to grow and deliver real value."

HTM's expanding client roster reflects the agency's ability to develop strategies around the individual goals, audiences and challenges of each organization.

For WB Liquors, one of Texas' largest independent liquor retailers, HTM provides an integrated

strategy designed to build brand awareness, support individual store locations and connect media investment to consumer behavior. The approach brings together paid search, social media, creator content, streaming video, location-based targeting and traditional media.

HTM's work with La Panadería focuses on supporting one of San Antonio's most recognizable culinary brands. Founded by brothers José and David Cáceres, La Panadería has built a loyal following through its Mexican heritage, family traditions, craftsmanship and distinctive customer experience.

Morgan's Wonderland, recognized as the world's first ultra-accessible theme park, represents another important partnership for HTM. The organization's mission of inclusion provides opportunities for meaningful storytelling that builds awareness, encourages community involvement and connects audiences with its broader impact.

HTM is also working with Hemisfair San Antonio, one of the city's most recognizable gathering places and a central part of downtown San Antonio's continued growth. The partnership supports Hemisfair's community programming and events, including Super Fun Saturdays, by helping connect local families with the experiences taking place throughout the district.

"These organizations all have strong identities and important stories to tell," Thompson said. "Our job is to understand what makes each one special and then build the right combination of media, content and measurement around it. There is no one-size-fits-all media plan."

Today's consumers may first discover a brand through TikTok or Instagram, later see it on streaming television, hear about it on the radio, drive past a billboard and ultimately take action following a Google search. HTM develops campaigns around that complete customer journey rather than treating each advertising channel as a separate initiative.

The agency's capabilities include paid social media, creator and influencer partnerships, Brand Voice Videos, streaming TV and audio, broadcast television, radio, billboards, Google Search, YouTube, geo-targeting, analytics, attribution and cross-platform reporting.

While the media landscape has changed dramatically during HTM's more than 36 years in business, the agency's foundation has remained consistent: relationships matter, trust matters and results matter.

"HTM has successfully evolved through every major shift in advertising while remaining focused on the people and businesses we serve," Thompson added. "We are proud of our San Antonio roots and we are excited to continue helping great Texas brands grow."

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