

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series <u>✓</u> _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

☐ CATEGORY 1☒ CATEGORY 2

Entry Title SLASPA'S CORPORATE ADVERTISEMENT CAMPAIGN

Port Name SAINT LUCIA AIR AND SEA PORTS AUTHORITY (SLASPA)

Port Address HANDEL ST PO BOX 651, CASTRIES ST. LUCIA, W.I.

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name SAINT LUCIA AIR AND SEA PORTS AUTHORITY (SLASPA)Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (assess major internal and external factors)
 - Problem Statement (briefly describe in specific & measurable terms)
- **Summarizes Planning and Programming**
 - Goals (summarize desired outcome or end result)
 - Target Publics (be specific; list primary and secondary audiences if appropriate)
 - Objectives (identify specific and measurable milestones needed to reach goal)
- **Identifies Actions Taken and Communication Outputs**
 - Strategies (identify media choices, etc., that require tactics to complete)
 - Tactics (specify actions used to carry out strategies)
 - Implementation Plan (include timelines, staffing and budget)
- **Summarizes Evaluation Methods and Communications Outcomes**
 - Evaluation Methods (describe either formal surveys or anecdotal audience feedback used)
 - Communications Outcomes (isolate PR impacts to assess changed opinions, attitudes, behaviors)

Entry Statement: SLASPA's Corporate Campaign

Introduction

The Saint Lucia Air and Sea Ports Authority (SLASPA), in recent years, has focused directly on the port community in terms of service delivery, marketing and image building. However, there has been limited public relations activity as it relates to the wider Saint Lucian public. Although SLASPA is a well-known organisation, there was a misconception on what the role of SLASPA was. Surveys showed that the local community through the port was either a place to collect barrels especially around the Christmas Season with noisy equipment moving about, to catch a ferry to another island and to berth cargo and cruise vessels. The corporate campaign was embarked upon to engage the wider public and provide a snapshot of the role of the Port. The main objective was to improve the awareness of the Port's role in Saint Lucia by allowing the audience to connect with how the port impacts their daily life as a result, the Corporate Campaign was launched using the tagline "Behind the Everyday Benefits of Life".

SLASPA has been able to gain public buy-in and a wider understanding of the role of the Ports through increased public relations activities including through its website www.slaspa.com, the introduction of an internal press release system, development of Port News - an e-publication disseminated to Airport and Seaport Customers, production of Re-Port a monthly statistical report published in one of the leading local newspapers, Portfolio- a weekly column which is published in the leading local newspaper and the quarterly Magazine called SLASPA in Focus.

Defining the Communications Challenge/Opportunities

Most of the goods consumed or utilized by Saint Lucians and even visitors, enter the island either by the Seaports or Airports which are both managed by SLASPA. Therefore, the organisation touches the lives of everyone who live and visit the island of Saint Lucia. Yet, not

many residents fully understand the role of the organisation as traditionally limited public information emanated from the Port Authority.

The development of the corporate campaign gave the organisation a chance to gain and maintain general positive feedback from members of the port community, school children and the working community on SLASPA's communication efforts. It also gave the organisation an avenue in which to dispel any misconceptions and educate the wider population of the benefits of SLASPA and how the organisation plays a major role in many aspects of their lives.

The challenges of the corporate campaign was getting the buy-in from the wider public and enabling them to understand fully the role of the port in their everyday lives. With their preconceived notions, it took SLASPA airing the ads for at least one full week before it began to resonate with the wider public.

Planning and Programming

The main goal for the development and production of the corporate campaign was to assist in improving communication levels between the wider public, port users and SLASPA.

Target Publics included:

- The local working population
- Secondary and Tertiary School Children
- Government Ministries
- Employees
- Residents
- Media
- Industry and social partners
- Regional Port Authorities
- Airport / Seaport Associations

- Cruise Agents
- Brokers
- Trucking Companies
- Shipping Companies
- Consignees
- Other Seaport and Airport users
- Potential Investors

Objectives:

The objectives of the campaign were:

- To reach at least 75 -80% of Saint Lucia's households via the television medium
- Assist in improving the number of Saint Lucians who understand the role of the port in their everyday lives from;
- Assist in improving the rating of communication with the Port as very good;
- Improve the brand identity of the organisation;
- Increase the distribution channels by 50%.

Goals:

- Gain and maintain the public's general knowledge and understanding of SLASPA's activities, plans and developments;
- Increase port-user satisfaction level with the organisation's communication to above 75%;
- Increase employee satisfaction level with the organisation's communication at to above 75%;
- Increase to 100% direct communication with seaport community;
- Gain and maintain general positive feedback from 80% of the members of the Seaport Customers on SLASPA communication efforts;
- Increase to 100% Port users understanding of SLASPA's role, functions and port user processes and procedure.

Actions Taken and Communication Outputs

The strategies used for the dissemination of the Corporate Campaign Material are inclusive of:

- Using SLASPA employees as actors in the television series to create buy-in;
- Use the concept of attention seeking by removal to emphasize out the point that without the port life in Saint Lucia would be very different;
- Utilizing leading local television and radio stations to air the television and radio ads;
- Combining the campaign with other PR strategies for instance SLASPA's radio tips called Port Pass and Boarding Pass and launching of the campaigns on SLASPA's radio talk show "Port Call";
- Launched in the summer months when more school children are at home and have greater access to viewing and listening to the advertisements;
- Developing radio advertisements specifically for the Creole (French Dialect) speaking community with a heavy focus on radio since it was evident that most of that segment of the population listen to radio more than television;
- Development of a tagline – "SLASPA...Behind the Everyday Benefits of Life" - that talks about how the port impacts the lives of people in the country;
- Segmenting the campaign into the four major aspects of life in Saint Lucia– Education, Economy, Retail and Medical.

The tactics used to achieve these strategies include:

- Placement of the television advertisements on SLASPA's website (www.slaspa.com) which has links to several other websites including La Place Carenage Duty Free Shopping Mall, St. Lucia Marine Terminal Ltd and St Lucia Tourist Board etc.;
- Addressed the English and Creole (French dialect) speaking community by advertising on local radio stations in both English and Creole;
- Submitted the television advertisements to the three leading local stations and four international stations on cable television;
- Placement of the print ads in SLASPA In Focus Magazine and local newspapers;

- Liaising with the various media houses to ensure that SLASPA received proper media placement during peak times like news and popular programming;
- PowerPoint presentations made to staff;
- Viewing of the advertisements by members of the AAPA Communications Panel for feedback and critique;
- Placement of ads strategically in SLASPA In Focus;
- Local Networking among staff, colleagues, family members and friends;
- Talks with school kids.

The implementation plan for the Corporate Campaign is outlined below and spanned a five month period structured as follows:

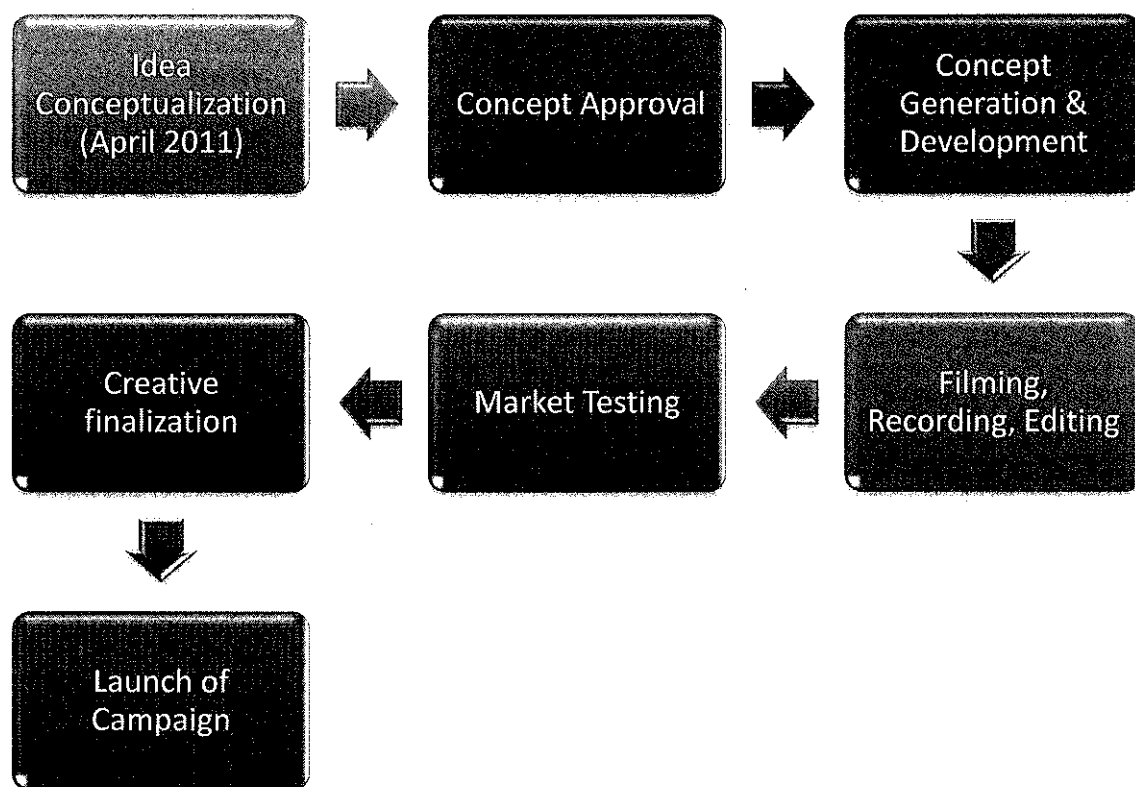


Figure 1 – Implementation Plan for SLASPA's Corporate Campaign

The Corporate Communication Campaign was designed and developed by the Marketing and Research Department at SLASPA which comprised of seven employees, but produced by a well-

known local media house with a full creative development team. The actors in the campaign (except the Students, Pharmacist, Jeweller, Nurse and Teacher) were all employees of SLASPA and their family members in some cases. In addition, the English radio public service announcements were voiced by SLASPA employees as well. The production cost and budget for the Corporate Campaign was a little over US\$ 28,500.00 which covered the filming, recording, talent, television and radio airtime and newspaper insertion cost. SLASPA managed to gain savings when a new television station was launched and aired the advertisements for free, was also aired for free on the Government Information System channel and the placement in SLASPA's in-house magazine was also free. The table below highlights how costs were divided for the production of the campaign:

Table 1 - Production Cost of SLASPA's Corporate Campaign

Item	Cost ECD	Cost USD
Campaign Concept & Tagline	\$ 2,500.00	\$ 920.17
Print (4 flyers)	\$ 7,500.00	\$ 2,760.50
Television Commercials (4)	\$ 21,235.00	\$ 7,815.89
Television Commercial Compilation	\$ 4,380.00	\$ 1,612.13
Radio Ads Production	\$ 4,000.00	\$ 1,472.27
Television Airtime	\$ 28,800.00	\$ 10,600.32
Radio Airtime	\$ 8,000.00	\$ 2,944.53
Newspaper Insertion Cost	\$ 1,500.00	\$ 552.10
Total Cost	\$ 77,915.00	\$ 28,677.90

Evaluation Methods and Communication Outcomes

Evaluation methods utilized to assess the success of the campaign includes:

- 2011 Electronic Media Survey;
- 2011 Port Stakeholder Survey;
- 2011 & 2012 Feedback forms;

- Informal feedback from stakeholders (quite a number of them called the department to congratulate the members for the execution);
- Positive radio discussions about the campaign (one example is SLASPA has a segment called Port Call on a popular radio show where callers are able to call-in and ask questions and provide feedback in addition, there was a dedicated show of one and a half hours for the launch of the Corporate Campaign);
- Feedback via email from internal and external customers;
- The willingness of staff to participate in the advertisements;
- Requests from International Ports for copies of the campaign;
- HR department reports an increase in the number and profile of applicant for various vacancies and applicants presented a better understanding of the role of the port.

The outcome of using this method of communication includes:

- The television ads were aired during news and peak times on all stations and the radio ads were played during the most popular shows. According to the 2011 Electronic Media Survey – St. Lucia, indicated that 81,814 was the active viewing audience of (142, 100) for all local television stations during news. Of the television stations SLASPA utilized to advertise the corporate campaign the survey showed that during the times selected, 65,294 persons (or 79.8%) watched the stations and were exposed to the campaign;
- Calls have been reduced to the Marketing and Research Department from customers who require general information;
- Target publics have a better appreciation of the role of the organization when they have been asked about the organization they know the role of the Port;
- Feedback from employees who indicate that customers are more aware of the procedures/role of SLASPA when coming into one of its facilities;
- Positive feedback from agencies such as Customs and St. Lucia Tourist Board;
- Positive Feedback from media;

- Improvement in the image of the Port within the investment community;
- Newspaper insertions in the 3 major weekend newspapers which has a combined readership of 16,500 and they are also on-line;
- Most of the television and radio stations have live broadcast streaming;
- SLASPA in Focus prints 500 copies and can also be found on the SLASPA website which has high traffic.

Conclusion

The development and completion of the corporate campaign has allowed the Marketing and Research Department meet one of its objectives of educating the wider public on the role of the Port. Through utilizing the various mediums, more people have a better understanding of how the port benefits their life and all members of the society was included in the education awareness.

The Department is continuing the education of the public through its campaign through pop-up banner stands being used at various events and participating in local showcases and exhibitions at schools. The results achieved from the campaign have surpassed the expectations and have made the jobs of a few staff members easier. In addition, many more Saint Lucians are aware of the role the ports play in their everyday life.