

# AAPA COMMUNICATIONS AWARDS

5515

## 2012 COMMUNICATIONS AWARDS PROGRAM

### INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- |   |   |
|---|---|
| 1. AAPA Awareness Initiative Messaging _____  | 8. Overall Campaign _____               |
| 2. Advertisements – Single _____              | 9. Periodicals _____                    |
| 3. Advertisements – Series <u>  x  </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

Your Name: Heather Morris

Title: 'The Port supports 1 in 8 jobs in Long Beach' Community Awareness Campaign

Port: Port of Long Beach

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

Name: Port of Long Beach

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*)

- Objectives (*identify specific and measurable milestones needed to reach goal*)

- **Summarizes Planning and Programming**

- Goals (*summarize desired outcome or end result*)
- Target Publics (*be specific; list primary and secondary audiences if appropriate*)



Port of  
**LONG BEACH**  
The Green Port

## 2012 AAPA Communications Awards

Category: Advertising Series

Title: "1 in 8 jobs" Advertising Campaign

### "1 in 8 jobs" Advertising Campaign

#### Communications Challenges and Opportunities

The Port of Long Beach began its second century of service in 2012 as the second busiest seaport in the United States. The Port is a primary gateway for U.S.-Asia trade and a trailblazer in innovative goods movement, safety and environmental stewardship. The Port welcomes 5,000 yearly vessel calls and is served by 140 shipping lines with connections to 217 seaports around the world. It covers 3,230 acres with 35 miles of waterfront, 10 piers with 80 berths and 66 gantry cranes offloading 6.3 million containers each year. Customer and community service is at the core of the Port's operations.

Environmental agencies have acknowledged the Port for its landmark green initiatives, reducing overall diesel air pollution by 72 percent, and industry leaders have named the Port of Long Beach the World's Greenest Port as well as the Best Seaport in North America in 14 of the past 16 years. A major economic engine for the region, each year the Port handles all kinds of cargo valued at more than \$150 billion.

The Port is moving forward with nearly \$4.5 billion in planned capital improvements this decade to support growth and strengthen its ability to eclipse new competition, serve the goods-movement industry, Port clients and the community.

Other industries have come and gone in Long Beach, but the international trade and goods movement industry has provided a constant economic engine for the region, a bright spot in the country's continuing economic recovery. The Port supports one in every eight jobs in Long Beach, making it the city's largest employer. That

translates to 30,000 Long Beach jobs and expands to nearly 316,000 jobs in Southern California and almost 1.4 million jobs nationwide.



The Port's \$4.5 billion capital improvement program, the biggest in the Port's 100-year history, will generate as many as 50,000 new, permanent Port-related jobs, in addition to thousands of temporary jobs during the ten-year construction period.

As the country continues to recover from the 2007-2009 recession, jobs are the major barometer for an improved economy.

The challenge of the "1 in 8" campaign was to demonstrate the Port's role in generating those jobs and providing a strong, economic base for Long Beach, now and in the future.

#### Planning and Programming Components

The Goals of the "1 in 8" campaign were to:

- Help Long Beach residents better understand the direct connection between the Port and jobs in the city;
- Show the many ways in which the Port provides an economic engine for the City of Long Beach and the region through good jobs;
- Demonstrate how the Port's environmentally friendly capital program to improve infrastructure stimulates job creation with a ripple effect throughout the community;
- Put a "friendly face" on Port-related jobs by showcasing real Port-industry employees who are known in the community.



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## 2012 AAPA Communications Awards

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The target audience for the campaign was voting adults, 24 years or older, who live or work in the Long Beach metropolitan area. The target reach for the campaign was three million total impressions during the period of October 2011 through February 2012.

### Actions Taken and Communication Outputs

The campaign was produced by the Port of Long Beach Communications and Community Relations Division in conjunction with Los Angeles-based RadarWorks ad agency. The campaign was scheduled to run October 2011 through February 2012, as the Port was kicking off major construction project such as the Middle Harbor Redevelopment.

The same basic advertising creative was repeated throughout the campaign, but adapted for a wide variety of media placements, from print and electronic media to Long Beach transit buses. Each ad featured as many as 24 close-up portraits of actual employees in Port-related jobs - from firefighters to dock workers. The key to making the ads credible was the use of real workers and professionals in the port industry, who would be known to friends and neighbors and could act as informal "ambassadors" as part of the campaign. The photography was contracted Port photographers.

Ad text was minimal and directed the reader to seek additional information by going to [www.polb.com/1in8](http://www.polb.com/1in8). The web page contained more detailed information about how the Port positively impacts jobs in the city, along with helpful links.

Diverse media was selected to effectively reach the targeted Long Beach audience and included daily and periodic newspapers, transit advertising with complete bus wraps, online advertising associated

with local media, standard display placements online as well as online pre-roll/companion banners.

The overall cost for the campaign including bus wraps, placement and creative fees was \$73,000.

### Evaluation Methods and Communications Outcomes

The campaign proved to be very successful with the following campaign totals exceeding the starting goal of three million impressions:

#### Final impression numbers:

**Print : 1,459,898**  
**Transit Advertising: 537,000**  
**Online: 1,994,902**

**TOTAL**  
**3,991,800**

Audience response to the series was also measured through a 2011 study conducted by Encinitas-based True North Research updates their 2009 study data. The 2011 survey shows that Port awareness remains very high at 97 percent, with favorable awareness increasing during the two-year period between studies.

The survey was conducted with 1,000 registered voters in Long Beach and included respondents from all City Council Districts, with a thoroughly representative range of demographic profiles.

The study showed an increase in the percentage of respondents who recalled hearing/reading/seeing Port-related news and advertisements, from 70 percent in 2009 to 77 percent in 2011. Visits to the Port website increased from 16 percent to 21 percent, partly based on external drivers such as the ad campaign.

