

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 | <u>X</u> | 9. Periodicals | _____ |
| 3. Advertisements – Series | _____ | 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 | _____ |

Entry Title: 2012 To-Do List

Port Name: Maryland Port Administration (Port of Baltimore)

Port Address: 401 East Pratt Street, 20th Floor, Baltimore, MD 21202

Contact Name/Title: Richard Scher, Director of Communications

Telephone: 410.385.4483 Email Address: rscher@marylandports.com

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

Name: Maryland Port Administration

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*)

**2012 AAPA COMMUNICATIONS AWARDS PROGRAM ENTRY STATEMENT
INDIVIDUAL SUBMISSION ENTRY FORM ATTACHMENT**

**Advertisements ~ Single
2012 To-Do List**

Being as precise as possible please provide an entry statement that:

- **Defines the Communications Challenge or Opportunity**

- **Situation Analysis (assess all major internal and external factors)**

The ad "2012 To-Do List" was developed with the goal of promoting a new 50-foot container berth for the Port of Baltimore. The building of this berth, along with four state-of-the-art supersized cranes, is one of the biggest projects in the 306-year history of the Port of Baltimore. The new container berth with 50 feet of water depth will allow the largest container ships in the world to call on the Port of Baltimore. These mega-ships will bring more cargo than regular sized ships and will require more jobs than smaller ships that do not require 50 feet of water. Construction on the 50-foot berth was completed in February 2012 and the four cranes are expected to be installed in August. With the berth, Baltimore is now only one of two East Coast ports with a 50-foot berth and 50-foot channel. That gives Baltimore a tremendous competitive advantage over other ports. So this ad is attempting to inform the international shipping industry that Baltimore has something others do not have.

- **Problem Statement (briefly describe in specific and measurable terms)**

How do we create an ad that indicates that the Port of Baltimore is "almost there" in terms of having a major infrastructural advantage over other East Coast ports?

- **Summarizes Planning and Programming**

- **Goals (summarize desired outcome or end result)**

The goal of this ad is to communicate to the international maritime community that the Port of Baltimore now has a 50-foot container berth and will very soon have four supersized cranes.

- **Target Publics (be specific; list primary and secondary audiences if appropriate)**

This ad was designed to be used primarily in maritime trade publications and to be seen by maritime executives and other maritime professionals.

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

To communicate and promote the Port of Baltimore's new 50-foot container berth and cranes.

- **Identifies Actions Taken and Communication Outputs**

- **Strategies (identify media choices, etc., that require tactics to complete)**

This ad has been placed in industry trade magazines such as the Journal of Commerce, the American Journal of Transportation, and the International Transportation Handbook.

- **Tactics (specify actions used to carry out strategies)**

All of the publications noted above are publications that are well known in the maritime industry. Ad placement is chosen based on the major topics of specific issues of interest (eg. ~ if the specific issue has

a container focus we would select an ad specific to containers; the same applies if an issue has a focus on Asian trade or infrastructure growth or long-term planning).

- **Implementation Plan (include timelines, staffing and budget)**

Due to a limited budget, this ad was created entirely in-house. The concept was created by MPA Communications, MPA Marketing and Sales and a graphic artist.

- **Summarizes Evaluation Methods and Communications Outcomes**

- **Evaluation Methods (describe either formal surveys or anecdotal audience feedback used)**

In designing this ad, we consulted with our marketing and sales personnel because they are the ones who sell the Port of Baltimore and sell this berth. We also surveyed some of our key maritime container customers and discussed different ad concepts with them. We ended up using a real photo showing a newly completed berth. We also wanted to indicate that the second key component of this project is the installation of the cranes. As a result, the concept of a to-do list was developed.

- **Communications Outcomes (isolate PR impacts to assess changed opinions, attitudes, behaviors)**

Since placing this ad in maritime magazines and web sites, our marketing and sales department has informed us that they have received phone calls and emails from steamship lines and cargo companies referencing the ad and requesting more information on Baltimore's 50-foot berth. Our sales team has also said that every call or contact they have received on this ad has been positive, with comments such as "great ad", "very factual", and "clever ad".