

AAPA COMMUNICATIONS AWARDS

5521

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 | <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 | _____ |

☒ CATEGORY 1

☐ CATEGORY 2

Your Name: Heather Morris

Title: 'The future is BIG.' - Trade 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)
- **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)



Port of
LONG BEACH
The Green Port

2012 AAPA Communications Awards

Category: Advertisement Single

Title: "The Future is Big" Advertising Campaign

Port of Long Beach "The Future is Big." - Advertising Campaign

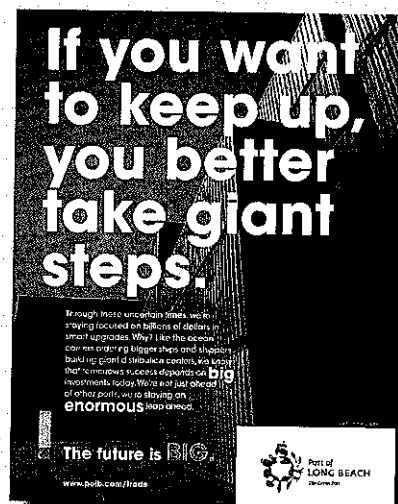
Communications Challenges and Opportunities

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.

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 international trade and goods movement industry is volatile, and it is critical to the Port's



success to remain the Port of Choice for its customers in order to maintain its economic strength.

No matter what the competition, the Port of Long Beach is not leaving much to chance when it comes to better serving its customers now and in the future. A new trade campaign, tagged "The future is BIG," shares this confidence with Port customers in industry publications and online.

Planning and Programming Components

The goals of the "The future is BIG" campaign:

- Acknowledge the rapid change occurring in the industry with the trend toward bigger ships and facilities;
- Get the reader's attention with engaging copy;
- Remind customers that Long Beach can accommodate the big ships today with deep channels and state-of-the-art terminals and equipment;
- Let customers know that the Port of Long Beach is making big improvements today.
- Tell customers about the big improvements underway for future growth, placing the Port of Long Beach ahead of the competition when it comes to serving customers' needs.

The target audience for the campaign was current and potential Port of Long Beach customers.



Port of
LONG BEACH
The Green Port

2012 AAPA Communications Awards

Category: Advertisement Single

Title: "The Future is Big" Advertising Campaign

Actions Taken and Communication Outputs

The campaign was produced by the Port of Long Beach Communications and Community Relations Division in conjunction with Radar Works, a Los Angeles-based advertising agency. The campaign was scheduled to run from Fall 2011 through Spring 2012.

The same basic advertising creative was repeated throughout the campaign, but resized and reconfigured to meet particular media specifications. Ad text was minimal, sometimes only a few words as with online banner ads. The reader was always directed to "Learn about the giant steps we're taking" by clicking on the word "Learn." The click took the reader to the Port's website Projects page that details information about the Port's \$4.5 billion capital improvement program.

Some print ads directed the reader to www.polb.com/trade for the Trade/Commerce page on the Port's website and, for international publications, ads indicated a regional Port of Long Beach sales representative.

Diverse trade media was selected to effectively reach the targeted audience including commercial, cargo, shipping, world trade, pacific maritime and logistics publications. Online placements had similar diversity for the trade audience.

The overall cost for the campaign including creative and placement fees was \$65,000.

Evaluation Methods and Communications Outcomes

From October 2011 through March 2012, the "The Future is BIG" campaign was placed in a variety of top shipping industry publications and online sites that are standard reading for the targeted trade audience.

The media schedule included print insertions in Cargo Business News, The Journal of Commerce, American Shipper, World Trade, Pacific Maritime, DC Velocity, Inbound Logistics, and Logistics Management.

The total print impressions were 1,149,003.

Online selections included LogisticsManagement.com, SupplyChainBrain.com, WorldTradewt100.com, LloydsList.com.

Total online impressions were 1,218,995 with an average click-through-rate (CTR) of 0.52 percent.

These totals and percentage do not include online outlets utilized for the "BIG" campaign that do not provide CTR data, such as The Journal of Commerce and Cargo Business News.

During the six-month study period, "The Future is BIG" campaign made nearly 2.5 million.



Port of
LONG BEACH
The Green Port

The future is BIG

See where we're putting our money.