

2012 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS 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 _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks <u>1</u> _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |



CATEGORY 1



CATEGORY 2

Entry Title Annual Cruise Guide

Port Name Port Everglades

Port Address 1850 Eller Drive, Fort Lauderdale, FL 33316

Contact Name/Title Maisy Alpert / Corporate & Community Relations

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

Name Port Everglades

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*)

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6: DIRECTORIES/HANDBOOKS PORT EVERGLADES 2012 CRUISE GUIDE

SITUATION ANALYSIS: The *Port Everglades Cruise Guide* is a popular collateral piece that is published annually to promote the cruise industry sailing from Port Everglades. The *Cruise Guide* lists all cruises sailing out of the Port, a description of each of the ships, a ship schedule and provides practical information such as transportation, tipping, parking fees, security regulations, etc.

PROBLEM STATEMENT: While the *Cruise Guide* was a popular item among travel agents, it was costly to print at \$25,000 for 12,000 copies. Fulfilling requests cost approximately \$2 for postage plus the printing costs. In addition, the distribution was limited to direct requests and trade show attendees.

GOALS: The goals for the *Cruise Guide* were to reduce the Port's cost and to better target an audience that would be able to disseminate the information in the *Cruise Guide* to the greatest number of cruise travelers. A third goal was to provide an outlet for the local tourism industry to reach cruise passengers.

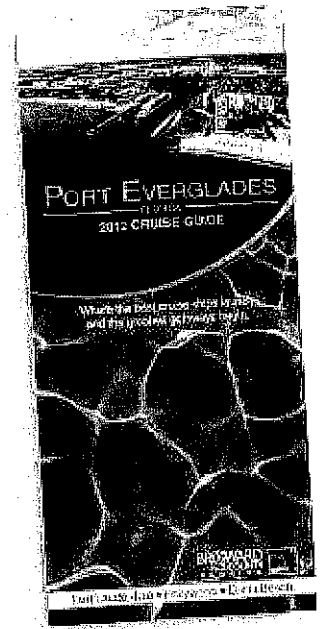
TARGET PUBLICS: The target publics for the *Cruise Guide* have always been travel agents and individual travelers. However, it was only available upon request, at travel trade shows or online so we did not have a strong target audience. Our top target public became travel agents who were members of Cruise Lines International Association (CLIA).

OBJECTIVES: Our objectives were: 1) to better define, and therefore target, our audience; 2) to reduce our cost; and 3) to assist our local tourism industry (hotels, retail stores, attractions and restaurants) in promoting the Greater Fort Lauderdale and Broward County area of South Florida.

STRATEGIES: Our cruise line customers told us that travel agents continue to be an important market for selling cruise travel. And travel agents told us that they keep the *Cruise Guide* on their desk as a handy reference tool. So we researched travel agent organizations to develop a more targeted travel agent mailing list.

TACTICS: To better target our audience, we determined that Cruise Lines International Association (CLIA) was the largest, most prestigious organization to train and represent travel agents who focused on cruising. As an Executive Member of CLIA, we were able to meet with the organization's top executives and work out a plan to distribute the *Cruise Guide* through their membership packages and directly to travel agents who participated in their training activities. This also reduced our postage costs because we were able to get the *Cruise Guides* into the hands of top-tier cruise travel agents without mailing.

To reduce our printing and production costs, we went out to bid to retain a publishing company that would sell advertising on the *Cruise Guide*. Each year of the five-year contract called for a reduction in the amount that the Port paid the company until the fourth year when the advertising sales were determined



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to offset the printing costs. Furthermore, the Port would earn a royalty percentage from advertising sales revenue that exceeded a predetermined threshold. UBM's Seaports Publications Group was selected through a national competitive bid search.

IMPLEMENTATION PLAN:

2008-2009	Port Everglades staff researches travel agent usage of the <i>Cruise Guide</i> by talking with travel agents at Seatrade and Cruise3Sixty travel trade shows
January 2009	Port Everglades staff meets with CLIA executives to discuss distributing the <i>Cruise Guide</i> to their membership. A distribution agreement was reached.
April 2009	Broward County issued a Request for Letters of Interest for a company to sell advertising and publish the <i>Port Everglades Cruise Guide</i>
July 8, 2009	Selection Negotiation Committee selects UBM (formerly Commonwealth Media)
October 2009	2010 <i>Port Everglades Cruise Guide</i> with advertising/new distribution Circulation: 12,000 (7,500 to CLIA) Number of advertisements: 13
October 2010	2011 <i>Port Everglades Cruise Guide</i> with advertising/new distribution Circulation: 20,000 (17,000 to CLIA) Number of advertisements: 56
October 2011	2012 <i>Port Everglades Cruise Guide</i> with advertising/new distribution Circulation: 24,000 (17,000 to CLIA) Number of advertisements: 63

STAFFING: 4 Port staff members + UMB Seaport Publications Group

BUDGET: \$21,100

EVALUATION METHODS: The success of adding advertising and a new distribution method for the *Cruise Guide* was measured by the number of advertisements sold and the circulation.

COMMUNICATIONS OUTCOMES: Our goal to increase the circulation of the *Cruise Guide* to a more targeted audience that could share the information with a greater number of cruise passengers was reached by involving CLIA in the distribution process. In the first year, 7,500 *Cruise Guides* were distributed to CLIA travel agents, who are the key market for selling cruises to passengers. In the second and third years, CLIA requested 17,000 copies of the *Cruise Guide* based on requests from the prior year.

Our goal to reduce costs was realized because CLIA distributed the *Cruise Guide* as part of their membership package, so we no longer had the cost of postage.

Our goal for cost reduction was further realized because our new agreement with UMB calls for a reduction of cost each year of the five-year contract until the fourth year when the advertising sales were determined to offset the printing costs. Furthermore, once the advertising sales exceed the profit threshold, the Port will earn a royalty percentage from advertising sales revenue.

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By May 1, 2012, we've completely exhausted our supply of the *2012 Cruise Guide*, circulation 24,000, which was supposed to last until September. The next publication is not due out until October 2012.

Even though the directory continues to be available online, the demand for the printed copy has increased substantially over the years (the circulation for the 2010 and 2011 directories were 12,000 and 20,000, respectively, and 24,000 for the 2012 directory).

We also measured the success of the program by the number of advertisements that were sold. In the first year of the program, for the *2010 Port Everglades Cruise Guide*, a total of 13 advertisements were sold. That number increased by more than 350 percent with a total of 59 sold advertisements in the *2011 Port Everglades Cruise Guide*. That number gained by another seven percent with a total of 63 sold advertisements in the *2012 Port Everglades Cruise Guide*. That's a total of 400 percent increase in selling advertising space since we began that initiative with the 2010 Guide. The increase may well be attributed to a letter distributed by Port Everglades Chief Executive and Port Director to targeted audiences inviting them to advertise in the publication.

The previous annual *Cruise Guide* won an AAPA Award of Excellence, which was highlighted in the promotions for fulfilling the upcoming annual *Guide*.

Finally, by meeting our third goal of providing an outlet for the local tourism industry to reach cruise passengers through advertisements, we further contributed to our Port's community outreach efforts by aiding local businesses in their reach for vacationing cruise customers which, no doubt, had a positive impact on the local economy.