

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 _____ | 13. Videos _____ |
| 7. Miscellaneous <u>XX</u> _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

☒ CATEGORY 1

☐ CATEGORY 2

Entry Title Holiday eCard

Port Name Port of Los Angeles

Port Address 425 S. Palos Verdes St., San Pedro, CA 90731 USA

Contact Name/Title Theresa Adams Lopez

Telephone (310) 732-3507 Email Address tadams-lopez@portla.org

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

Name Port of Los Angeles

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 COMMUNICATIONS AWARDS PROGRAM

HOLIDAY eCARD Port of Los Angeles

Communications Challenge/Opportunity

Recognizing customers, business contacts and employees at the Holidays is a tradition that has become more environmentally-friendly and sustainable via electronic greetings. But with so many e-greetings going out at this time of the year, it was important for the Port of Los Angeles to distinguish its message and to convey a sincere greeting to its recipients while uniquely representing the Port.

Planning and Programming

What distinguished 2011 for the Port of Los Angeles was our full-steam-ahead schedule of construction projects. The Port averaged \$1 million a day on its construction projects, primarily for customer terminal improvements. The goal with the Holiday eCard was to celebrate this year of moving ahead for business and our customers and to pay homage to the great variety of countries in which we have partnerships.

The business message was delicately added to the holiday greeting by placing photos within the ornaments on the tree. We show construction projects, new cranes arriving, a groundbreaking and other images representative of work done that year and our customer base. Holiday greetings in a variety of languages run throughout the card. At the conclusion of the card, we realize that we have been seeing the tree and the activity through the eyes of an unusual, but festive, guest at the Port.

The final message, "It's been a happy and productive year," really brings the message home that we had been working hard for business in 2011.

Lastly, it was determined that a design should be created that could be printed in-house on a limited number of hard-copy cards for special recipients.

Actions Taken & Outputs

Once determined by the internal team, all of the elements for the Holiday card were turned over to our contracted web design folks who put it together and created the eCard experience.

All of our division e-mail lists were compiled into the web-based e-mail distribution system Constant Contact as were the e-mail addresses for all Port of Los Angeles employees. The Holiday e-Card was distributed through Constant Contact on December 16, 2011 more than 3,000 business/trade contacts, community members, media, government officials and Port employees.

Internally, our graphics folks printed 30 hard-copy cards for those senior managers wishing to personalize the card with a hand-printed message before sending out.

The card can be viewed at online: http://www.portoflosangeles.org/holidaycard2011/idx_POLAeCard.html

Outcome and Evaluation

Through Constant Contact we were able to track the number of opens, click-throughs and forwards. We had excellent rates for each: 35% opened the e-mail, 50% clicked-through and 5% forwarded the e-mail to others.

Additionally, members of the Port at all levels received very complimentary comments on the card from their contacts. This Holiday card was a festive hit!