

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 _____ | 10. Promotional/Advocacy Material <u>X</u> |
| 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

Entry Title Ports of Indiana Map Brochure

Port Name Ports of Indiana

Port Address 150 W. Market St., Ste. 100, Indianapolis, IN 46204

Contact Name/Title Jody Peacock, Director of Corporate Affairs

Telephone 317-232-9200 Email Address jpeacock@portsofindiana.com

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

Name Ports of Indiana

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*)

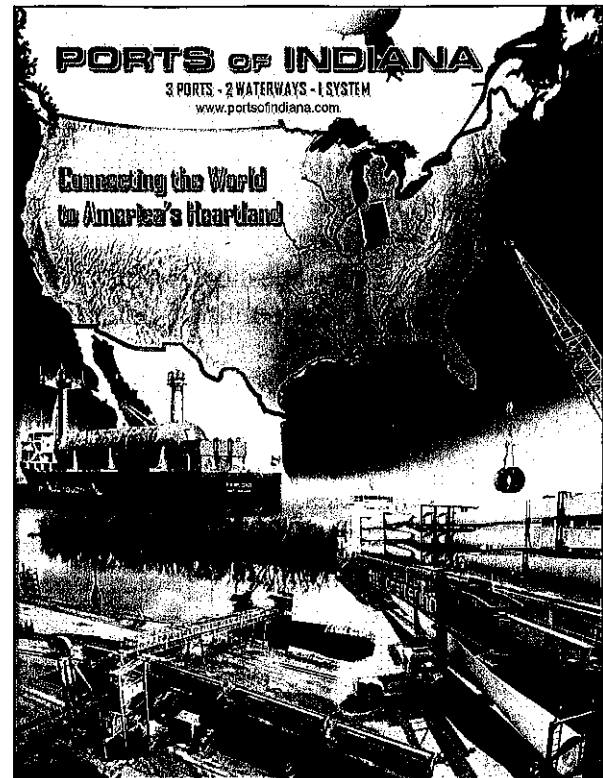
• **Summarizes Evaluation Methods and Communications Outcomes**

- Evaluation Methods (*describe either formal surveys or anecdotal audience feedback used*)
- Communications Outcomes (*isolate PR impacts to assess changed opinions, attitudes, behaviors*)

Ports of Indiana Brochure Entry Statement

Communications Challenge/Opportunities

- **Situation Analysis:** Because we have three port facilities that are as much as a 6-hour drive apart and our Corporate Headquarters is in downtown Indianapolis (at least 2 hours from water in all directions), it is impossible for anyone to physically stand on a dock and see all of our port operations. In fact, most of Indiana's businesses and population are not located near water. We wanted to create a printed piece that showcases Indiana's advantages and how the state and Ports of Indiana fit into the national transportation system. Because of the distance between and diversity of our ports, we use this piece to "bring it all together" and show our target audiences how each individual port component is part of a much bigger and more powerful network of waterways that stretches far beyond Indiana.



Planning and Programming

- **Goals:** The goal of this piece is to serve as the introduction of our entire Ports of Indiana system. It brings our very diverse and expansive system of ports all together for public view under one brand and one corporate structure and as an essential element of Indiana's logistical strength.
- **Target Audiences:** The main target audience for the brochure includes prospective customers that are looking to locate at or use our ports and companies looking to locate in Indiana. As a secondary focus, it is also geared toward the general public and those without any previous contact or knowledge of the Ports of Indiana.
- **Objectives:** Our main objectives for the brochure are to provide an overview of the Ports of Indiana; to generate business for our ports; and promote Indiana's logistical and business advantages. To accomplish this, this glossy folded piece includes six main elements: 1. A map of the nation showing the ports' locations and waterway access, 2. A photo montage showing the wide variety of cargoes capable of moving through Indiana's ports, 3. A description of Indiana's business advantages, 4. Maps showcasing Indiana's logistical benefits; 5. A summary of the Ports of Indiana; 6. Maps and contract information for each of Indiana's three ports.

Actions and Communication Outputs

- **Strategies/Tactics:** Despite being ranked 14th in the nation for waterborne shipping, the mode of transportation is often overlooked in Indiana because we are not on an ocean. By associating our ports with the state's other logistics strengths we are able to raise awareness for our vital maritime industry by positioning it as an integral piece of the overall logistics puzzle.
- **Implementation Plan:** The brochure was produced by a combination of in-house staff and an outside graphic designer and printer. The cost to produce and print the brochure was approximately \$5,600. We printed 2,000 copies, which are distributed by the Ports of Indiana at tradeshow, trade missions and included in business development presentations. An online version is available at www.portsofindiana.com.

Evaluations Methods and Communications Outcomes

We evaluated this brochure's success on cost savings and new business opportunities. Our other brochures are port specific. By combining the three ports into one high-quality printed piece, we save on shipping costs. The piece also increases exposure of all three ports. Previously we would have sent out one of the port specific brochures by request. With this piece, potential customers learn of all three and may find a fit for their business at multiple ports. We have found this brochure to be popular, with the ports handing out more copies than previous brochures.

Why Indiana?

As "the Crossroads of America," Indiana's experience with interstate highway commerce is second to none. Indiana's unmatched transportation assets will insure your business can favorably compete in a global economy.

Indiana also has the right business climate to cultivate success, and that means a central U.S. location, favorable business costs, skilled-ready sites and a skilled workforce. Businesses can experience low operating costs through Indiana's super-competitive tax structure, the lowest workers compensation rates in the Midwest and the second-lowest cost for industrial electricity in the nation.

The business environment you've always envisioned can be achieved in a state that prides itself on creating a sustainable competitive advantage for those who live and work here.

Indiana's 100+ unique top 10 states in more than 30 logistics categories:

- 1st in agricultural products
- 1st in aerospace products
- 1st in automotive products
- 1st in chemical products
- 1st in food products
- 1st in forest products
- 1st in health care products
- 1st in heavy machinery
- 1st in metal products
- 1st in plastic products

QUICK FACTS ABOUT INDIANA:

- 1,169 miles of interstate
- 3,347 miles of railways
- 480 miles of navigable waterways
- Home to the only statewide port system providing international connections for America's Heartland via the Great Lakes and Ohio-Mississippi river systems

Why Ports of Indiana?

The Ports of Indiana is a statewide port authority that operates a system of three ports on the Ohio River and Lake Michigan. The Ports of Indiana mission is to develop and maintain a world-class port system that operates as an agile, strategically-driven, self-funded enterprise dedicated to growing Indiana's economy.

More than 60 companies operate on 2,600 acres at Indiana's three ports, and 800 of those acres are available for future development. The Ports of Indiana team is dedicated to providing customers with a sustainable competitive advantage that will help their businesses grow.

What you will find at the Ports of Indiana:

- Only statewide port system with direct waterway access to two U.S. coasts - Atlantic to the east and Gulf to the south
- Multimodal connections for road, rail, barge and ship
- Facilities handling \$1.5 billion in shipments per year
- More than 40 firms engaged in promoting and distribution of grain, coal, fertilizer, minerals, steel and project cargoes
- Primary infrastructure in place - No weight limits on port roads
- Foreign-Trade Zone reduces international shipping costs
- Diverse on-site services including bag, tying, drying, railroad switching, trucking, scrap recycling, security and more

3 PORTS - 2 WATERWAYS - 1 SYSTEM
www.portsofindiana.com

The Crossroads of America

Crossroads of America's Waterways **Crossroads of America's Rail Network** **Crossroads of America's Highways** **Crossroads of America's Population**

This brochure promotes the features and advantages of Indiana's three ports and the state's logistical strengths. It showcases our ports as a unified "3 Ports – 2 Waterways – 1 System" and how that system fits into the national transportation scene in a single high-quality, glossy printed piece.