

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 X |
| 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 _____ |

X CATEGORY 1

☐ CATEGORY 2

Entry Title: Tampa—Homeport and Beyond

Port Name: Port of Tampa/Tampa Port Authority

Port Address: 1101 Channelside Drive Tampa, FL 33602

Contact Name/Title: Andy Fobes, director of public relations

Telephone: 813.905.5132 Email Address: afobes@tampaport.com

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

Name: Tampa Port Authority

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*)



TAMPA PORT AUTHORITY

Entry Statement

Entry Title: Tampa—Homeport and Beyond

Communications Opportunity:

Throughout recent years, the Port of Tampa has enjoyed a thriving cruise business. Area attractions, combined with a strong drive-in market and convenient access to Tampa International Airport and the central Florida entertainment hub, the Port of Tampa is a logical and easy choice for cruising. The world's four largest cruise lines each home port in Tampa and, collectively, have followed through on several deployment announcements in recent years, effectively enhancing the cruise offerings out of Tampa. We anticipate the magic number of 1,000,000 cruise passengers embarking and disembarking, within a year or two. Moreover, the port has been acknowledged as a customer favorite for satisfaction at cruise terminals and was recognized as favorite embarkation port by Carnival Cruise Lines two years ago. Clearly, Tampa is a strong cruise market and needs to be promoted as such. The Tampa Port Authority has a long-standing history of promoting its cruise business in a collateral sense, but we felt it necessary to kick the effort up to the next level.

Forging a stronger partnership with our local convention and visitors' bureau, Tampa Bay & Company, we decided to pool our creative resources together to create a marketing tool that would more definitively sell the Tampa cruise experience by selling area attractions *as well as* a great cruise.

Planning and Programming:

After realizing the potential of a partnered approach to creating a first-class promotional cruise brochure, Tampa Port Authority marketing and public relations staff convened with very enthused Tampa Bay and Company staff to collaborate on ideas and approaches that would accomplish the goal of a high-quality, stand-alone marketing piece that both entities could utilize in selling cruises from Tampa. The piece, when created, would be comprehensive in nature, visually tell the story of the Tampa cruise experience and include a pocket for customization (to include individual handouts or other specific purposed-based promotional collateral).

The new piece would have a big story to tell, but would need carefully-chosen words and images that would have appeal and clarity to a wide cross-section of the population, as well as the images necessary to capture the attention of cruise lines seeking additional home port options.

The goals were two-fold: 1. Strengthen the port authority's relationship with Tampa Bay and Company for a combined, clear message and 2. Production of a high-quality piece of literature that verbally and pictorially tells and sells the Tampa cruise experience to customers and cruise lines alike—both in hard copy and on both groups' web sites.

The TPA and TB&Co. would work in tandem throughout the entire creative process, including proofing, edits and re-submittal of art work, in order to accomplish project in time for cruise trade shows being attended by both entities.

Specifications, details and initial usage of publication, provided by Tampa Bay and Company

Collaborative, specific points related to in-house creation of publication design and its purpose

- AUDIENCE: Travel agents and consumers (distribute @ tradeshow/sales appts. – Cruise 360, Boston Globe, NY Times)
- Include Tampa Port Authority/Port Offerings
- Include Pre- and Post-Cruise Opportunities
- Include “map” of port area
- Updated cruise terminal information
- Port Services
- Parking and Valet
- Include “pocket”
- Create separate letterhead for cruise offerings
- Contact information: general information for Port and Tampa Bay & Company
- Separate page for partner “destination management companies”
- GOAL OF PUBLICATION: to help generate room nights for pre- and post-cruise activities in addition to help promotion of the Tampa Port Authority.

Shelf life – two years

Quantity – 2,000 (plus what the Tampa Port Authority wants)

Deadline – need printed by April 2011

Print Production Cost: \$8,833.00 (Tampa Port Authority paid \$2,944.33)

Actions Taken and Communication Outputs:

When it was decided that port authority staff should work collaboratively with Tampa Bay and Company, we immediately initiated meetings with their public relations and creative staff to develop a comprehensive brochure that would be appropriate for both entities to use at trade shows, for mailing and for general purposes. Using our combine resources, we generated the cruise images to depict each cruise line home porting in Tampa, as well as cruise terminal photos and images representing Tampa-specific tourist attractions (beaches, Busch Gardens, The Florida Aquarium, etc.)

The port authority and TB&Co. agreed to cost share the production of the piece, and design would be executed in-house at TB&Co., creating a significant cost benefit as compared to utilizing an outside vendor or contractor. This fact is also important to the creative process because we had already developed a warm and trusting relationship with TB&Co., which means that the proofing and correction phase was a smooth process and largely executed by e-mail and conference calls, as needed.

The publication name, it was mutually decided, would be *Tampa—Homeport and Beyond*, denoting that Tampa is much more than a port to sail from, but more of a well-rounded destination to enjoy, in addition to the cruise experience. This name, it was wholly agreed, showed a share vision of both groups and would do justice to the Tampa Bay area, its business sector and the economy in general.

Evaluation Methods and Communications Outcomes:

When completed, *Tampa—Homeport and Beyond* was a beautiful representation of much thoughtful attention to detail and a true spirit of collaboration. The piece continues to be used as our centerpiece for cruise tradeshow and for groups interested in doing business with the port, as well as for potential customers who can view and download the publication from the port authority's web site or Tampa Bay and Company's web site.