

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 _____ |
| 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 <u>X</u> |

☐ CATEGORY 1

☒ CATEGORY 2

Entry Title www.PortsofIndiana.com

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 Website Entry Statement

Communications Challenge/Opportunities

- **Situation Analysis:** The website www.portsofindiana.com serves as the premier marketing tool for the Ports of Indiana. 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, so the website is even more important because it is the only place they can really see what we do. Because of the distance between and diversity of our ports, we use the website 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 that stretches across the entire state of Indiana.



Planning and Programming

- **Goals:** The goal of the website is to serve as the primary "portal" or entry point for our entire Ports of Indiana system. It is the main marketing piece that brings our very diverse and expansive system of ports all together for public view under one brand and one corporate structure. We use it to market our port resources and our tenant companies, which we do through substantial background information, numerous maps, printable brochures as well as tenant testimonials and contact info.
- **Target Audiences:** The main target audience for our website includes current port tenants and customers, prospective customers that are looking to locate at or use our ports, the media, state officials and government, as well as our three port communities' leadership and economic development partners. 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 website are to provide an overview of the Ports of Indiana; to inform our audience of notable current events; to generate business for our ports and port companies; and to provide a resource for key issues related to our ports. It is divided into four main sections: 1. Ports of Indiana overview, 2. the Newsroom section, 3. Business & Services, 4. Key Topics. Links to almost every page are available on the left side menu or as a drop-down selection throughout the entire website.

Actions and Communication Outputs

- **Strategies**
One of our main strategies is to maintain a website that portrays the Ports of Indiana as a world-class port system. This is a huge challenge for a small staff with a tiny budget. So while our main strategies would be similar to "the big boys" in that we want our site to be a comprehensive resource for all things "Ports of Indiana" – we also have an underlying strategy for the site that is to have a fresh, "always new" look without requiring daily maintenance from us.

To accomplish this we have incorporated several animation features that change automatically with every visit or "refresh" of the homepage. These features include moving maps, masthead pictures and changing graphics.

We have also incorporated unique, customizable maps that allow visitors to get a quick birds-eye view of our three ports and the key areas that meet their needs: available land, current port companies, road/rail access, directions, etc. Having easy to use 'click-on' or 'toggle-over' maps on the home page is important for our users to quickly see and learn where are ports are and how our unique system is set up – plus the maps are just fun to play with, which adds to their value tremendously.

On our home page, the rotating news stories are the main focus. They allow us to show that there is a lot going on at our facilities. This gives the target audiences, especially media, a quick snapshot of what's important and where they should go to get more info. Obviously this always includes a photo to draw more attention to it as the main feature on the home page, and generally provides a link to downloadable images that media outlets can use.

Another key strategy for us is to provide simple answers to the reoccurring question: "Indiana has ports?!!!" We get that a lot so one of our goals is to include a comprehensive description of the organization and its various functions for those who are not at all familiar with our ports or ports in general (government, community leaders, businesses that don't currently ship by water, general public) and to do it in a easy to understand format.

- **Implementation Plan:** The Ports of Indiana website is designed and maintained by a combination of in-house staff and multiple outside agencies with different areas of expertise. Website content is usually generated in house and sent to an outside webmaster for uploading.

The budget for the website is \$10,000 per year which is used exclusively for the development of a new feature or new technology that will enhance the site.

We aggressively promote the site by including the web address on a variety of our promotional materials and on all of our publications. Every presentation we give incorporates the address, driving new groups to the site. The link is also included on all press releases, emails and any information coming out of our organization.

Evaluations Methods and Communications Outcomes

We evaluate the success of the site through general website analytics and stakeholder feedback. The main web analytics we monitor are Visits, Visitors, Visits per Day, Visit Duration, Page Views and International vs. U.S. Visits. The ebb and flow of our site traffic closely mirrors the volume of our news coverage and press release dissemination.

We have also significantly reduced printing costs for our main marketing brochures and magazine by posting them online. We still have some print costs for the brochures but they are not on an annual basis and we have eliminated delivery costs and postage now that our ports and potential customers can access every marketing brochure online.

The website www.portsofindiana.com is the Ports of Indiana's primary marketing tool where we bring together all the facets of our three-port system in an easy-to-navigate site. We strive to keep things fresh and interesting and can easily measure its success by the positive feedback we get everyday – from new and old audiences alike. It has been the crown jewel of our marketing efforts for several years and it is something all of our employees take great pride in showing off to their contacts, associates, prospects and friends.