

2013 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 | <u>XX</u> | 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 | _____ |

CATEGORY 1

CATEGORY 2

Entry Title: "More Flexibility: Proven Project Cargo Experience"

Port Name: Georgia Ports Authority

Port Address: P.O. Box 2406 Savannah GA, 31402

Contact Name/Title: Emily Goldman, Manager of Port Relations

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

Name: Georgia Ports Authority

Being as precise as possible, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

1. What are/were the specific communications challenges or opportunities?

- Describe in specific & measurable terms the situation leading up to creation of this entry.
- Analyze the major internal and external factors needing to be addressed.

2. What were your communications planning and programming components?

- Describe your overall goals (desired results).
- Describe your objectives (identify specific, measurable milestones needed to reach your goals).
- Identify your target publics (list primary, secondary and tertiary audiences in order of importance).

3. What actions were taken and what communication outputs were used?

- Explain your strategies (e.g., identify media, timing & venue choices requiring tactics to complete).
- Specify your tactics (actions used to carry out your strategies).
- Map out your implementation plan (include timelines, staffing and budget).

4. What were your your evaluation methods and communications outcomes?

- Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.
- Determine communications outcomes by assessing changed opinions, behaviors and attitudes.

Georgia Ports Authority - *We Do More* ad “More Flexibility: Proven Project Cargo Experience”

AAPA Awards Category: Advertising - Single

1. What are/were the specific communications challenges or opportunities?

Looking to reposition the brand, GPA wanted to showcase how much more it brings to customers and the marketplace than other regional ports. GPA focused on indisputable facts to punctuate the campaign promise “We Do More.” Tactics included print advertising, digital display ads and a responsive-design microsite. This entry focuses on the ad stressing, “More Flexibility: Proven Project Cargo Experience.”

2. What were your communications planning and programming components?

Our public relations goal is to communicate GPA’s commercial advantages while highlighting our customer service, economic development and sustainable practices.

Objectives included:

- Clarify and address market misconceptions perpetuated by competing ports
- Convince primary audiences that Savannah is the port-of-choice for cargo destined for the Southeast
- Retake the leadership position in the mind of all audiences using fact-based information.

Target audience:

- Beneficial Cargo Owners, Carriers and 3PLs
Value Message: The Port of Savannah offers a unique combination of geography, technology and infrastructure, in this case the infrastructure to handle outsized cargo. The Ocean Terminal operation offers the benefit of greater on-terminal specialization in such cargo, and convenient choices for moving super-sized cargo off terminal.

3. What actions were taken and what communication outputs were used?

Ad Design:

A design firm was contracted to produce the campaign, with input and direction from GPA. Multiple options were presented to GPA departments dealing with communications, sales and customer service. Broad input helped to mold and improve the message. Ads were developed for a series of trade publications and websites that target our logistics industry partners, and the cargo owners we serve. This ad, like all of the others in the campaign, links to the microsite, encouraging viewers to interact with the brand.

- Key Messages
 1. Beneficial Cargo Owners: The Port of Savannah offers you more flexibility and opportunity than any other Southeast Port

2. Carriers and 3PLs: The Port of Savannah has more capacity, infrastructure and access to your customers than other Southeast port

Campaign Visual Cues:

- **Message Flag**
The ad uses a blue flag to symbolize the rally point to the GPA. Key campaign messages were introduced via the flag that are unassailable facts about the port and its related services. While – by this point in the campaign -- the description of those services has moved off the flag and into the body of the ad, the blue flag still represents a truth that competing ports cannot refute: *We Do More.*
- **Photography**
The photo highlights an Ocean Terminal team successfully off-loading a piece of project cargo. The image conveys the broad range of cargo expertise among GPA employees.
- **Language and Tone**
GPA speaks with a bold, confident tone. It is respectful of its place as a state asset, and the duty that means to its citizens. Our message points revolve around facts, with a commitment to customers. The port does what it does well because it maintains focus on what is important and concrete, not soft, pliant claims that cannot be substantiated.

Budget:

- Each print ad cost \$3,500 to design.
- Microsite design cost \$15,000.

4. What were your evaluation methods and communications outcomes?

Prior to the release of the ad campaign, our commercial officers and sales staff reviewed the content to ensure the ads stressed the strengths that were most consequential to current and potential customers.

Since the ad campaign went live on Dec. 1, 2012, we have garnered more than 2,000 impressions, with 871 unique visitors to the microsite, "gaports.com/more."

Since the material was put into use in mid-December 2012, GPA has secured more than four new high-end Beneficial Cargo Owner clients including Toyota and Nissan, as well as four out of five service strings from the revised CKYH(U) Alliance, five out of six new services from the G-6 Alliance as it expands into Trans-Pacific Trade, two new services from Maersk, and a new Northwest Europe – Savannah Ecuador service.