

AAPA COMMUNICATIONS AWARDS

5035

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> X </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 Cargo on the Fast Track Ad
Port Name Port of Long Beach
Port Address 925 Harbor Plaza, Long Beach, CA 90802
Contact Name/Title Art Wong, Acting Director of Communications and Community Relations
Telephone 562 283 7702 Email Address wong@polb.com

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

Name Port of Long Beach

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.



Port of
LONG BEACH
The Green Port

2013 AAPA Communications Awards

Category: Advertisements Single

Title: Cargo on the Fast Track

Port of Long Beach Cargo on the Fast Track

Communications Challenges and Opportunities

The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade and it continues to lead the way in innovative goods movement, safety and environmental stewardship. In 2012, after years of investments in deep-water berths and high-capacity terminals, the Port of Long Beach welcomed a series of the biggest container ships ever to call at a North American port, including the MSC Beatrice. At nearly 14,000-TEU capacity, the Beatrice would be too big to pass through the soon-to-be expanded Panama Canal.

The Port of Long Beach became Big Ship ready through a steady commitment to first-class facilities, infrastructure investment, and green and sustainable operations. The Port is investing \$4.5 billion during this decade to modernize its facilities still further and to meet evolving industry trends, including a new generation of larger, more efficient vessels entering the Pacific fleet.

The Port of Long Beach sits in the middle of one of the world's largest trading hubs. There are roughly 1 billion square feet of industrial properties - warehouses and distribution centers around Long Beach. The Port is serviced by two of the nation's largest railroads, which continue to invest billions on their own infrastructure and intermodal network.

All of these improvements offer extraordinary benefits to the Port's current and potential customers.

Cargo on the fast track

And not slowing down any time soon.

Whether goods are headed to vast distribution centers nearby or to destinations across the U.S., our hyper-connected rail network delivers unbeatable flexibility and speed. Plus, ongoing investments and partnerships with railroad companies will yield ever more efficiency and capacity. So when it comes to getting your cargo to the right place at the right time, proceed the way.

The future is **BIG**.
www.polb.com/fasttrack



In 2011-2012, the Port introduced a trade advertising campaign to draw attention to the BIG developments at the Port. The campaign was tagged "The future is BIG."

The campaign was aimed at building confidence among customers and the industry about the Port's capabilities today and in the future.

A series of ads has been developed for the campaign. The most recent, which is entered in this competition, features rail, with the headline, "Cargo on the fast track. And not slowing down."

Planning and Programming Components

The goals of the "The future is BIG" campaign were to:

- Acknowledge the rapid change occurring in the industry with the trend toward bigger and bigger ships and facilities and more on-dock rail;
- Get the reader's attention with engaging copy and eye-stopping visuals;
- Remind customers that the Port of Long Beach can accommodate the biggest ships today with its deep channels, state-of-the art terminals and ample rail access to points across America;
- Let customers know that the Port of Long Beach is continuing to make big improvements today;
- Tell customers about the big improvements underway for future growth, placing the Port of Long Beach ahead of the competition when it comes to serving customer needs;



Port of
LONG BEACH
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2013 AAPA Communications Awards

Category: Advertisements Single

Title: Cargo on the Fast Track

The target audience for the campaign was current and potential Port of Long Beach customers.

Actions Taken and Communication Outputs Used

The ad was created by the Port of Long Beach's advertising agency, Radarworks, under direction of the Communications and Community Relations Division. The ad was scheduled to run from Fall 2012 through Spring 2013 in print and online trade media.

Focusing on the Port's rail access and capacity, the ad was designed using the Port's trademark brilliant color palette. The same basic advertising creative was repeated throughout but resized and reconfigured to meet particular media specifications. Ad text was minimal, sometimes only a few words, as with online banner ads.

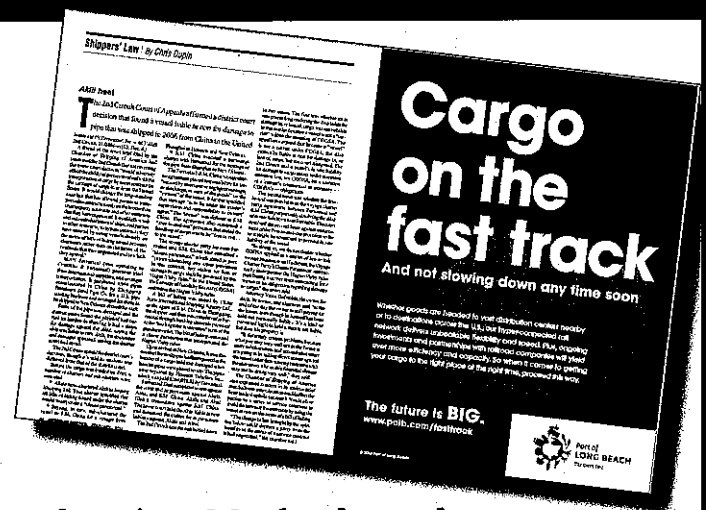
The reader was always directed to "Learn more about our rail network" by clicking on the phrase. The click-through took the reader to the Port's website to learn more about its facilities and projects, including its \$4.5 billion capital improvement program.

Some print ads directed the reader to www.polb.com/trade, to the Port's Trade and Commerce pages, to learn more about Port operations, and ads in international publications directed readers to regional Port of Long Beach sales representatives.

Online versions were animated with a train appearing to chug down the track to maximize visibility.

The ad ran in diverse trade media to effectively reach a broad segment of the targeted audience. Placements included commercial, cargo, shipping, world trade, Pacific maritime and logistics publications. Online placements followed similar buys.

The overall cost for the campaign, including creative and placement fees, was \$65,000.



Evaluation Methods and Communications Outcomes

Print

The media schedule included print insertions in the Journal of Commerce, Cargo Business News, American Shipper, World Trade, Pacific Maritime, DC Velocity, Inbound Logistics, Containerization International, World Cargo News, Logistics Management and other publications.

Total print impressions: 1,150,000

Online

Online selections included JOC.com, Pacific Maritime Online Newsletter, LogisticsMgmt.com, CargoBusinessNews.com, LloydsList.com and more.

Total online impressions: 1,220,000 with average CTR (click through rate) of 0.52%*

(*Not all online publishers are represented in this number; only those that provided CTR data.)

The BIC campaign helped solidify Long Beach's status as a "Big Ship Ready" port, with superior on-dock and rail capability, a fact reinforced when the world's second- and third-largest ocean carriers, operators of some of the world's largest vessels, announced that they were establishing home bases at the Port of Long Beach—and bringing their Big ships with them.