

## 2013 COMMUNICATIONS AWARDS PROGRAM

### INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- |   |  |
|---|--|
| <p>1. AAPA Awareness Initiative Messaging _____</p> <p>2. Advertisements – Single _____</p> <p>3. Advertisements – Series _____</p> <p>4. Annual Reports _____</p> <p>5. Audio-Only Presentations _____</p> <p>6. Directories/Handbooks _____</p> <p>7. Miscellaneous _____ <u>XX</u></p> | <p>8. Overall Campaign _____</p> <p>9. Periodicals _____</p> <p>10. Promotional/Advocacy Material _____</p> <p>11. Social/Web-Based Media _____</p> <p>12. Special Events _____</p> <p>13. Videos _____</p> <p>14. Visual-Only Presentations _____</p> <p>15. Websites _____</p> |
|---|--|

CATEGORY 1

CATEGORY 2

Entry Title: GPA's Holiday Card

Port Name: Georgia Ports Authority

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

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

Telephone: 912-964-3885

Email Address: egoldman@gaports.com

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 Holiday Card

AAPA Awards Category: Miscellaneous

### 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. Other facets of the campaign included retractable graphic displays used at public events, and a special holiday card with the "We Do More" branding.

### 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.

#### Target audience:

- Beneficial Cargo Owners, Carriers and 3PLs

*Campaign Value Message:* The Port of Savannah offers more than other ports including a unique combination of geography, technology and infrastructure.

1. More services than any other East Coast or Gulf Coast port
2. The largest single-terminal container port in North America
3. Two Class I railroads on terminal
4. Over 4M square feet of warehouse space available within 30 miles of port
5. Immediate access to major interstates — I-16 (East/West) and I-95 (North/South)
6. 9,700 feet of contiguous berth space

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

We started the "We Do More" campaign a month before the 2012 holiday season. As a way to introduce the campaign to our customers and vendors, we had greeting cards printed. The cards featured special pop-out die cuts, with ship, truck and train silhouettes printed with the slogans, "More Joy," "More Wishes," and "More Cheer."

A design firm was contracted to produce the holiday card as part of the We Do More campaign, with input and direction from GPA.

The holiday card cost \$3,500 for the creative and \$3,900 to print 2,500 copies.

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

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.