

2013 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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|--|---|
| 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 <u>X</u> _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

CATEGORY 1

CATEGORY 2

Entry Title New Branding: Trading with the World

Port Name Port of Montreal

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

Name Port of Montreal

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.

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Port of Montreal New Branding Entry Statement

Summary Statement

The Port of Montreal developed a new branding strategy in 2012 as part of its revamped communications efforts. 'Trading with the World' is part of the Port of Montreal's strategic plan to make the port even better known internationally. It defines our identity and our positioning as a major international port and our role as a strategic tool for economic development.



Communications Challenges/Opportunities

Situation Analysis:

The Port of Montreal is a major inland port, situated 1,000 miles from the Atlantic Ocean and located on the doorstep of North America's industrial heartland.

Regarded decades ago as mainly an exporter of grain, Montreal transformed itself into one of North America's leading container ports. Today, it is much more than that. It is a diversified port that welcomes more than 2,000 ships annually carrying all types of cargo to and from all parts of the world.

Problem Statement:

As a good corporate citizen and an organization with specific objectives, the time had come for the Port of Montreal to better define what it is and how it wants to present itself to its various publics.

In this new era of port management, it was clear that we needed to position ourselves not just as a manager of port infrastructure but as a key component of the supply chain, an international port that trades with the world and a strategic tool for economic development. We also understood that rebranding would help us to redefine ourselves internally and to remain competitive in ever-changing markets.

Planning and Programming Components

Goals:

The goal of our rebranding is to have the Port of Montreal recognized around the world as a major international port that connects clients to all continents.

Target Audiences:

Our target audiences are the general public; clients including shipping lines, agents, terminal operators, importers and exporters, freight forwarders and logistics providers, and port employees; partners such as railways, trucking companies, customs agencies, longshoremen and pilots; associations and organizations that have business and strategic alliances with the port; and stakeholders including the city, citizens' associations, port neighbours and politicians.

Objectives:

The objective of the rebranding is to better define our identity and our strategic positioning as a major international port and a strategic tool for economic development, and to establish a common point of reference for communications with clients and partners, colleagues, suppliers and the general public.

Actions Taken and Communication Outputs

Strategies/Tactics:

In collaboration with a firm that specializes in communications and branding, we conducted an in-depth analysis to better define our identity and our strategic positioning. We invited our partners to take part in this process and provide us with their comments and expertise.

Five strategic priorities for developing our new brand emerged from the analysis and discussions: focus on our clients; become a key player in business affairs with all of our partners; be recognized by the community; mobilize all personnel who work on the port; and ensure continued growth. Sustainable development is an integral part of each of these priorities.

Further to this, the Port of Montreal, as a key component of the supply chain, wants to be viewed as the engine that leads trade growth. We want to be seen as a symbol of prosperity for Montreal and all of Canada. We want to help our partners achieve business growth by connecting them to their markets. Through our business knowledge and knowledge of market requirements, we want to position ourselves as a catalyst for profitable and sustainable trade.

Implementation plan:

The Port of Montreal introduced its 'Trading with the World' brand in March 2012. As part of this rebranding, the port updated its logo to better represent its development. The new logo is a more modern version of the port's previous visual identity. The typeface makes the logo more current, and the new version is bilingual. The accent on 'Montréal' is a reminder of the city's French character, and it lies flat to portray the horizon.



The port symbol – a ship sailing through the water, which is represented by the 'M' in Montreal – has been slightly modernized and maintained in its entirety as it is so closely associated with the port and the fact that Montreal is a port city.

The new logo is now in use and flies proudly on our new Port of Montreal flag. For sustainable development purposes, we will gradually incorporate the new logo over the next few years as we replace stationery, documentation, signage and the truck fleet.

The new logo and signature is featured prominently on our new website and will be incorporated into our annual report, port guide and other publications, and as part of our new advertising campaign, based on the 'Trading with the World' theme, to be launched this year.



Evaluation Methods and Communications Outcomes

The Port of Montreal clearly understood that it needed to reinvent itself in order to offer the best possible services to its clients and partners and to remain an industry leader. Rethinking the way in which we work allows us to fulfil our three major roles: to act as a catalyst for economic development for the city and the entire country; to drive business growth for our clients by connecting them to their markets; and to facilitate supply chain performance for our partners.

Internally, the exercise has allowed us to better define our priorities and consolidate or develop certain sectors of the organization. One of the results has been the strengthening of our international representation with the appointment of a representative in Hong Kong for Asian markets. Another result has been the appointment of a manager of business intelligence and innovation whose mandate is to survey best and innovative practices and to develop tools that can support management and marketing teams in their duties.

Our rebranding reflects an understanding of our common objectives and allows us to speak with one voice. It has been adopted by all members of the Port of Montreal organization and embraced by our clients and partners, who have confirmed our positioning, our intent to be better known internationally, and our desire to be a symbol of economic prosperity.

The rebranding allows us to better position the port and identify markets and opportunities for growth. It will guide our development strategies into the future.