

# 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 <u>XX</u>           |
| 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 _____                      |

CATEGORY 1

CATEGORY 2

Entry Title: We Use Less to Move More

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 Use Less to Move More

AAPA Awards Category: Campaign

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

Because of the media attention surrounding the Savannah Harbor Expansion Project, and a lawsuit filed against it by environmental organizations, GPA needed a way to communicate information about all of the environmental initiatives it was undertaking as a company, and why these are a priority.

Increasingly, companies such as Home Depot and Target – large companies who use our port - are looking for environmentally conscious business partners. Because we are making such strides in sustainability, we wanted to make it known for our customers, and others with a stake in the responsible operation of Georgia’s ports.

## 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.

### Objective:

- Clearly state the GPA’s sustainability initiatives for the benefit of port users, potential port users, government officials responsible for port funding as well as members of the local community.

### Message:

1. Electrification efforts, including North America’s first eRTGs, avoid the use of more than 5.8 million gallons of diesel annually.
2. ERTGs produced with partners Konecranes, Conducti-Wampfler, and Georgia Power reduce diesel consumption by up to 95 percent per crane.
3. GPA created wetlands where more than 100 million gallons of stormwater are treated naturally each year, protecting the Savannah River.
4. New lighting controls and new container yard lights reduce light pollution and cut energy consumption by 30 percent.
5. Refrigerated container racks avoid the use of 3.4 million gallons of diesel each year.

### Campaign Tactics:

- Microsite
- Print Ads
- retractable graphic displays used at public events
- Lobby wall display
- Brochure
- 3:56 video (<http://www.youtube.com/watch?v=ejPF0Uun4Kw> )
- :30 tv spot (<http://www.youtube.com/watch?v=xSV4CLtF0x8>)
- Elements in GPA’s annual report, port guide and directory and collateral sales material

- Tri-fold table-top display

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

#### Web Design ([www.gaports.com/sustainability](http://www.gaports.com/sustainability)):

GPA contracted an outside design firm to research and design this website that illustrates GPA's sustainability efforts.

The site was designed to be clean looking and easy to navigate while highlighting the concrete environmental results GPA achieved through their broad environmental initiatives.

An outside writer worked closely with several groups of GPA stakeholders and GPA's Corporate Communications staff to generate the content.

Magazine quality photos were used along with info graphics to draw the viewer into the site. A "follow the container" educational tool (located at the bottom left of the homepage) was implemented to help people understand not only the environmental efforts of the Georgia Ports Authority, but also how the port operates in general.

#### Print Ad Design:

Outside design firms were contracted to produce the campaign, with input and direction from GPA. Ads were developed for a series of publications. Other campaign components link to the We Use Less to Move More website, encouraging viewers to interact with the brand. Retractable graphic displays similar to the ads were created for brand recognition at public events.

#### Commercial video (<http://www.youtube.com/watch?v=ejPFOUn4Kw>) and TV Spot

#### (<http://www.youtube.com/watch?v=xSV4CLtF0x8>):

The three-minute video and 30-second TV spot add to GPA's toolbox of cutting-edge communication tools. The video's message targets not only big-box retailers, but also smaller businesses that rely on the port.

To promote the video, we created banner ads on the Georgia Public Broadcasting "Lawmakers" digital newsletter, which is highly regarded by Georgia legislators, a key audience for our message. The banner ads allow people to click through to the video.

The key here was not only to create a video, but to be progressive in how we connect people to the video. For instance, our online ads include a "hover" function, by which a short version of the commercial plays if a browser's cursor hovers over the ad. A click-through option brings up the longer video.

Sales people have received positive feedback from customers, and online views have exceeded our expectations.

### Lobby Wall Display:

The display for the lobby of the administrative building at the Garden City Terminal helps local and international port visitors, the media, as well as potential clients have immediate and interactive access to our ongoing sustainability measures.

The display is centered on an interactive touch screen that displays our sustainability website.

### Brochure:

The brochure was designed hand and hand with the website. An outside writer gathered material about GPA's sustainability efforts then married it with the info graphics and archived photography.

### Elements in other products:

The We Use Less to Move More campaign was not only made up of stand-alone pieces; it was also woven into our recurring publications and corporate identity. We included sections focusing on the We Use Less to Move More topic in our Annual Report, Port Guide and Directory as well as the collateral packet used for sales.

### Tri-Fold Table-Top Display:

The same firm that designed the website and lobby display also designed a tri-fold, table-top display to help carry the campaign through to our in-person appearances. It was used most recently during Savannah's Earth Day festival that draws thousands of people each year. The branding matches the website and brochures for cohesion.

### Budget:

- Website \$35,000
- Lobby wall display - \$37,000 including: Design \$6,541, Electronics \$18,583, materials and construction \$11,916 and advertising for design/bid \$1,300
- Brochure - Design/Production: \$14,964.90 Printing 10,000: \$5,890.68
- Four minute video (<http://www.youtube.com/watch?v=ejPF0Uun4Kw> ) Production: \$25,850
- Thirty second TV spot (<http://www.youtube.com/watch?v=xSV4CLtF0x8>) Production: \$6,795
- Retractable graphic display Design: \$1,660 Printing: \$350
- Tri-fold table-top display Design: \$650 Production: \$573

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

Over the first three quarters of FY2013 GPA garnered environmental earned media mentions worth the equivalent of more than \$768,000 in ad placements - 47% more than the same time period in the previous year.