

# 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>X</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 America's Front Door: We Make a Big World Smaller  
 Port Name The Port of New York and New Jersey  
 Port Address 40 225 Park Avenue South New York, NY 10003  
 Contact Name/Title Damon DiMarco, Publications Editor  
 Telephone 212-435-6401 Email Address ddimarco@panynj.gov

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

Name The Port of New York and New Jersey

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.

**AAPA's 2013 Communications Awards Program**

**THE PORT OF NEW YORK AND NEW JERSEY**

**Classification: Overall Campaign**

**"America's Front Door: We Make a Big World Smaller"**

**SEPARATE ENTRY STATEMENT:**

**THE PORT OF NEW YORK AND NEW JERSEY'S  
"AMERICA'S FRONT DOOR: WE MAKE A BIG WORLD SMALLER" campaign**

The Port of New York and New Jersey devised its critically-acclaimed "America's Front Door: We Make a Big World Smaller" campaign to follow its award-winning "Shipping is a Puzzle" strategy.

Acting in conjunction with members of its sales team, the port's marketing force devised a concept that can be customized to embrace market demographics worldwide and leveraged from any type of marketing collateral.

"America's Front Door" features compelling iconography that tells a simple but instantly recognizable visual tale. The Statue of Liberty gazes across a landscape of similarly indelible landmarks. Yet these landmarks, while positioned across the globe, all fall within her field of vision. She can practically reach out and touch the Golden Gate Bridge. The Ci En Pagoda in Taiwan. The Burj Khalifa in Dubai. The Eiffel Tower in Paris. And so on.

We feel this strategy reminds the global trade community that, despite shifting economic conditions, The Port of New York and New Jersey continues to serve as one of the oldest gates of commerce in the country, as well as one of the most preeminent ports o' call in the world.

## **AAPA's 2013 Communications Awards Program**

### **THE PORT OF NEW YORK AND NEW JERSEY**

#### **Classification: Overall Campaign**

#### **"America's Front Door: We Make a Big World Smaller"**

#### **ENTRY**

The economics of shipping have never been as perilous as they are today. The known obstacle of the economic recession combined with the unknown (and possibly overstated) benefits of a renovated Panama Canal have thrown competition between ports into overdrive. Labor disputes, natural disasters like Hurricane Sandy, and Gotcha! economic data (China, anyone?) exacerbate the turmoil as customers worldwide seek to limit their losses, pay the best price, and get their goods to market on time.

A crisis? That depends on how you look at things. Wise investors know that every crisis is really an opportunity in disguise.

For over nine decades, The Port Authority of New York and New Jersey has stewarded the economic well-being of the U.S. northeast coast. We've seen trends come and go through the years. History has taught us that you don't get scared when times get rough. Instead, you double down.

In many ways, the challenges we faced in devising an overall marketing campaign mirrored those of every other port doing business in the global arena. This challenge is best summarized by the following questions:

- How do you attract and retain market share while competition runs rampant at rival facilities?
- How do you highlight the geographic, financial, and service-oriented attributes of your facility?
- What creative concept captures the message we want to share instantaneously, and in a friendly fashion befitting the way our port does business?
- Which concept can scale according to the specific needs of our widely-varied client base?

At this point, a bit of background seems in order:

Our award-winning "Shipping is a Puzzle" campaign had run for nearly two years. We decided it was time to refresh the creative element of our branding while augmenting our strategy of content marketing. "Shipping is a Puzzle" inaugurated a new era wherein we reached out to consumers by offering vital tools and information, as well

as well-produced collateral. We wanted to exceed the stupendous results “Puzzle” gave us. This mandate set a high bar for success.

To prepare ourselves, we met with sales representatives from our Port Commerce Department. During informal sessions, we discussed the scope of the work involved and set the following specific objectives for our new campaign:

- to create a recognizable image for our port.
- to broadcast that our port offers excellent customer service across the broad spectrum of highly individualized customer needs.
- to continue to keep our tone, manner, and voice friendly, simple, and easy to engage.
- to address the challenges of the current economic crisis.
- to leverage both the indelible iconography of our region and that of our increasingly global client base.
- to highlight the strengths of our port, which we broke down as follows:
  - location/consumer reach
  - all-water service with the most first-ins on the East Coast
  - breadth of services:
    - strong rail network
    - comprehensive set of terminals
  - a premier location for distribution centers and warehouses
  - competitive pricing
  - immense capital investment sustained over a period of many years
  - a steady, reliable work force
- to apply equally to each of the many and varied publications our agency's marketing department creates in a single calendar year, as well as our facility's online presence (including video presentations) and all facility-related messaging.
- to add value to our previous and highly-successful “Shipping is a Puzzle” campaign.

These objectives formed the basis for work sessions we then conducted with our ad agency of record Korey Kay & Partners. During prolonged creative sessions, we built, considered, and eventually discarded several campaign ideas in favor of “America's Front Door: We Make a Big World Smaller.”

Apart from the campaign's overall aesthetic, we felt that “America's Front Door” also afforded us opportunities to aim individual marketing collateral toward specific audiences.

For instance, each piece of collateral we build leverages the iconic image of the Statue of Liberty (which is practically synonymous with The Port of New York and New Jersey) in the left-most space. The statue faces away from the viewer, thereby guiding our focus toward whatever iconic locations she's considering:

- the St. Louis arch, the Washington Monument, or the Golden Gate Bridge for iterations of the more domestically-targeted Rail Guide;
- the Leaning Tower of Pisa and the Burj Khalifa in Dubai; the Eiffel Tower and the Ci En Pagoda at Sun Moon Lake in Taiwan.

And so on.

The ability to customize templates for “America’s Front Door” quickly became one of the campaign’s chief strengths. Our graphic designers can position Lady Liberty so she’s looking anywhere, therefore allowing the campaign to scale toward up-to-the-minute worldwide market expansions.

Since so many of our port partners leverage the collateral we produce in their own sales work, we targeted them as our primary public. These firms include:

- Air Cargo Carriers
- Air Cargo Trucking
- Associations
- Attorneys & Legal Services
- Auto/Vehicle Processors
- Barge/Tug Operators
- Bulk Storage
- Centralized Examination Stations
- Chambers Of Commerce (Domestic)
- Chambers Of Commerce (International)
- Chasis Depots
- Commercial/Industrial Real Estate Brokers & Property Managers
- Construction Contractors
- Consulates & Foreign Trade Services
- Consultants
- Container Depots
- Container Terminal Operators
- Customs Brokers & Freight Forwarders
- Diving & Underwater Services
- Dredging
- Environmental Services
- Equipment Sales & Leasing
- Export Packers
- Foreign Trade Zones
- Fuel/Bunkering
- Fumigation
- Government Agencies & Services (City/State/Municipal)

- Government Agencies & Services (Federal)
- Intermodal Marketing Companies
- Marine Insurance & Risk Management
- Maritime Education & Training
- Maritime Security
- NVOCCs
- Ocean Carriers
- Rail Companies
- Ship Agents
- Ship Chandlers
- Ship Chandlers
- Ship Repair
- Stevedores
- Surveyors & Adjusters
- Third Party Logistics
- Trucking
- Warehousing

Prospective customers and public impressions comprise additional intended audiences, though we hardly characterize these as secondary or tertiary.

The specific range of collateral to which the “America’s Front Door” concept has been deployed includes:

- our warehousing/distribution insert for publications such as AJOT, American Shipper, DC Velocity, etc.
- our annual Ocean Carrier Schedule insert.
- our annual Rail Guide insert.
- our annual Refrigerated Cargo Guide insert.
- our annual Terminal Services Guide insert (combined with the Refrigerated Cargo Guide beginning in 2013).
- interactive web collateral and the home page for our port’s web presence (available at <http://www.panynj.gov/port/>).
- all outgoing emails related to the Port of New York and New Jersey as distributed by The Port Authority of New York and New Jersey’s Port Commerce Department, including (notably) our All-Water email campaign.
- multimedia, such as our 2011 Port Music Video (see second video option here: <http://www.panynj.gov/port/multimedia.html> ).
- logos for any of the dozens of PowerPoint presentations that Port Commerce Department staff deliver at nationwide venues each year.
- as many as 15 invitations our office sent out to venues such as the Port of New York and New Jersey’s annual industry briefing (co-sponsored with New York Shipping Association), our Port Economic Briefing, and the Retail Industry Leader’s Association annual Logistics Conference.

- trade show materials present at conventions such as RILA, AAEI, etc.

As far as our strategy went, we found ourselves once again limited to working within a truncated media budget. Over the past few years, our spending cap for printing costs, distribution of inserts to trade magazines, and so on has held steady at a modest \$155,000 per year. This money goes fast, so we elected to stick with the same media we've used for the past five years, and with good reason: they work.

For instance, our trade publication inserts are always popular, garnering great feedback and guaranteed impressions among several thousand key players across the industry.

Our Port Commerce reps have often remarked on walking into offices across the country to see a copy of our fold-out Ocean Carrier Schedule or Rail Guide pinned to the wall, dog-eared and faded from constant reference.

Outgoing emails branded with "America's Front Door: We Make a Big World Smaller" campaign have maintained open-rate percentiles in the mid to high 20s, slightly (though satisfyingly) above industry average.

Feedback from industry colleagues at events nationwide has been very complimentary.

Worth noting, "America's Front Door: We Make a Big World Smaller" has won several awards including, a Silver "Stevie" from the 2012 American Business Awards; a 2012 Platinum MarCom Award (category: Marketing Campaign); and a Gold Hermes Creative Award from the Association of Marketing and Communication Professionals (category: Direct Mail)