

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 | _____ | 9. Periodicals | _____ |
| 3. Advertisements – Series | _____ | 10. Promotional/Advocacy Material | <u>XX</u> |
| 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: GPA's Collateral Material

Port Name: Georgia Ports Authority

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

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

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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.

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

OVERALL MISSION:

Georgia Ports Authority, owner and operator of the fourth busiest container port in the nation, is an economic engine, supporting more than 352,000 jobs throughout the state and contributing \$18.5 billion in income, \$66.9 billion in revenue and \$2.5 billion annually in state and local taxes to Georgia's economy. Our public relations mission is to communicate GPA's commercial advantages while highlighting our customer service, economic development and sustainable practices.

COLLATERAL MATERIAL OBJECTIVE:

To provide sales staff with tools that concisely share GPA's commercial advantages, while providing secondary audiences, including media, and civic organizations, with an informative briefing about the activity and importance of the GPA. The central commercial message is GPA's superior efficiency in expediting cargo to global and domestic markets.

2. What were your communications planning and programming components?

- The communications team met with sales representatives and selected administrators for input on creating more effective sales materials. The team then built this packet of interchangeable collateral pieces, with each focusing on a separate facet of GPA activities. Within a themed folder, the pieces may be chosen to produce customized packets for audiences ranging from potential customers to elected officials and the general public.
- At present, the set contains five interchangeable brochures featuring the Port of Brunswick, the Port of Savannah, GPA's Economic Impact, The Savannah Harbor Expansion Project and Sustainability. As the need arises to communicate about other topics, new brochures can easily be incorporated into the set of options.

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

- GPA's team provided creative direction, project management, research, and writing. A graphic design firm produced the layout and design. Images from GPA's archive of photography were used.
- Initial printing was 1,500 packets. The material is also available for download from a GPA micro site, created especially for these and other commercial/sales materials, to offer traveling sales team members optimal convenience.
- The project's cost was \$9,017 including \$4,180 for layout and design and \$4,927 for printing.
- Design:
 - Dramatic photographs to illustrate the scope and grandeur of port infrastructure, and to provide an easy entry into the text.
 - Consistent color palette for entire project using our corporate colors, royal blue and orange.
 - Attention to brand with use of light source in images and accent text color.
 - Text over photos emphasizing main take-away points for potential clients.
- Challenge:
 - The largest challenge was assessing what other internal teams needed to better communicate to potential clients. Feedback from those teams has been positive and the material was quickly adopted and is used often.

4. What were your evaluation methods and communications outcomes?

- 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.
- **Evaluation:** A focus group of communications professionals reviewed the material and returned with favorable comments such as this one from a designer: "The graphical representations on all the pieces were particularly good. The paper stock choices were excellent, as well as the photography. I particularly enjoyed the way that the individual pieces in the folder were cut to different sizes, so you could see them all simultaneously. That was an excellent product design. The use of the metallic inks was splendid."