

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 | _____ |
| 4. Annual Reports | _____ | 11. Social/Web-Based Media | _____ |
| 5. Audio-Only Presentations | _____ | 12. Special Events | _____ |
| 6. Directories/Handbooks | _____ | 13. Videos | _____ 1 |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

CATEGORY 1

CATEGORY 2

Entry Title Branding Video

Port Name Port of Tacoma

Port Address PO Box 1837, Tacoma, WA 98401-1837

Contact Name/Title Tara Mattina, communications director

Telephone (253) 428-8674 Email Address tmattina@portoftacoma.com

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

Name Port of Tacoma

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.

Branding Video: "Port of Tacoma: Who We Are"

Port of Tacoma

PO Box 1837, Tacoma, WA 98401-1837

Tara Mattina, Communications Director, (253) 428-8674, tmattina@portoftacoma.com

"Port of Tacoma: Who We Are" (1:47)

http://www.youtube.com/watch?v=W2RNo-nUh8g&list=UUUBn1fhdk9kBJUeU_8FEZ_g&index=11

Situation analysis



The 94-year-old Port of Tacoma, about to embark on an aggressive 10-year strategic plan, needed to differentiate itself in our highly competitive marketplace. With guidance from the consulting firm brandStrata, we performed primary and secondary research to measure customer, community and employee perceptions of and attitudes toward the Port, as well as a SWOT analysis of our strengths, weaknesses, opportunities and threats.

We also reviewed such statistical and demographic information as the Washington and Tacoma ESRI Demographic and Income Profile Report, Tapestry segmentation and AAPA statistics.

Surveys of customers, community stakeholders and employees showed general alignment about what sets the Port of Tacoma apart from its competitors:

- "Business focused, effective environmental policy, good labor relations"
- "A fast and friendly shipping port"
- "Customer oriented and community sensitive"
- "A dynamic economic engine not mired in the past, but prepared and eager to embrace the future"

The SWOT analysis uncovered key strengths that also set the Port of Tacoma apart from its competitors:

- Good community support
- Respected leadership
- Good relationships with labor partners and Puyallup Tribe
- Experienced, customer-focused staff
- Room to grow
- Industry-only zone
- Easy access to rail, highways and warehouse/distribution centers

The research, along with a competitive audit, led to rebranding the Port of Tacoma to focus on those strengths with a new, more contemporary logo and the tagline “People. Partnership. Performance.”

Implementing the new brand meant creating all new materials to communicate clearly who we are and what makes us different to our customers, community stakeholders and employees. We wanted these audiences to understand our brand, feel pride in our relationship and help carry the message.

Communications plan and program components

We used two main communication tools—brochures and videos—to launch the brand. The brochures were more targeted to each audience, while the videos were written to appeal to all three audiences. By limiting the number of pieces and producing materials with a long shelf life, we could establish and reinforce the brand in the first 12 months of its launch and continue to use them in multiple ways for at least a couple years.

We chose the video format because of its growing reach:

- YouTube is the world’s second largest search engine with 4 billion hits each day.
- More than 85 percent of U.S. Internet users viewed online content in September 2012 alone, according to Jesse Noyes of Content Marketing.
- About 100 million Internet users watch online video each day, up 43 percent since 2010, according to comScore.
- One minute of video is worth 1.8 million words, the equivalent of 3,600 Web pages, according to James McQuivey of Forrester Research.

The branding video was one of the first pieces we produced. It debuted at our Annual Breakfast, which gathered more than 300 customers and community members in April 2012 to unveil the logo, tagline and strategic plan elements. The video’s aim was to introduce our key competitive advantages in a short enough format to share on social media, embed in customer proposals and community presentations, and kick off new employee orientations.

Actions

The original branding budget and schedule set aside \$50,000 for three phases of work from September 2011 to April 2012: 1) analyze/define competitive advantages, 2) develop and test concepts, and 3) finalize logo, tagline and signature graphics. The third phase included producing two pieces to introduce the brand, one for employees, the other for external audiences.

The video was not included in the original budget, but we determined that it would be a critical piece in establishing an emotional connection to the new brand. With a three-week turnaround, our consultants and one Port communications staff member worked together to streamline the time spent on other brand launch materials to fit this video within the overall \$50,000 branding budget. We used still photographs we already had, and turned around reviews of script, narration voices and music within hours to cut down on costs. Outside services to produce the video cost \$3,500.

After debuting it at the Annual Breakfast, we loaded the video on the Port of Tacoma's YouTube channel (<http://www.youtube.com/PortTacoma>) and promoted the link through our Facebook page (www.facebook.com/portoftacoma), Twitter feed (www.twitter.com/portoftacoma) and Pier Side e-newsletter.

Evaluation



We measured the response by surveying Annual Breakfast attendees, monitoring the tenor of media coverage and whether it included our key messages, and counting the number of views on YouTube.

Results:

- More than 95 percent of the survey respondents rated the video as good or excellent, and a couple people called it out in their comments as a good way to know more about the Port.
- Three media outlets reported on the rebranding efforts, and all three stories came across as positive and included our key messages. One also included supporting quotes from a state port association executive, who said, "(T)he Port of Tacoma is doing what leading ports and smart businesses always do very well. They are recognizing and identifying their unique strengths and differentiating themselves in a competitive and diverse marketplace."
- The video has been viewed 854 times on YouTube, shared at numerous community and business presentations, and shown at all new employee orientations.

The response to the branding video was so positive, we have budgeted additional money to produce more videos highlighting our brand attributes and competitive advantages.