

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 Holiday 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.

Holiday Video Card

Port of Tacoma

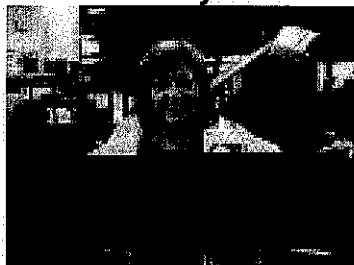
PO Box 1837, Tacoma, WA 98401-1837

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

"Happy Holidays 2012" (1:18)

http://www.youtube.com/watch?v=JFWxwZWQ_cc&list=UUUBn1fhdk9kBJUeU_8FEZ_g&index=4

Situation analysis



The Port of Tacoma used to send out hundreds of paper holiday cards to customers, stakeholders and community members. To save money and cut down on waste created by printing holiday cards, the Port of Tacoma three years ago switched to emailing animated or video cards.

Research shows the growing reach of video:

- 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.

As a public, international port, our holiday cards must be secular, sensitive and multiculturally appealing. We also want to make sure we're gaining at least a 10 percent open rate on the email containing the link so people important to us receive our holiday message.

Communications plan and program components

While the viewership of these animated or video cards has increased each year and the response has generally been positive, we wanted to reach more people with our holiday message.

After rebranding the Port to differentiate ourselves in the marketplace, we wanted all new materials to reinforce our strategy to communicate clearly who we are and what makes us special 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.

The holiday card fit into the strategy of using two main communication tools—brochures and videos—to launch the brand. While the brochures were more targeted to each audience, the videos, including the holiday card, were written to appeal to all three audiences.

We wanted the 2012 holiday card to reinforce and personalize the "People. Partnership. Performance." attributes in our new tagline and communication materials. Since surveys

conducted in relation to the branding highlighted that our people are what set us apart from other West Coast ports, we wanted to feature employees.

Actions

We worked with our consultants, Two Dogs Barking, to develop a story board and production plan that would fall within our \$2,250 budget for the holiday video card. To meet the budget, we scheduled employees and prepped props so we could accomplish videotaping within one day with only a few nearby locations that could provide diverse backdrops from different angles.

While the video featured many employees, most were only pulled from their regular jobs for a few minutes. Two communications department staff members worked with the consulting production assistant, director and videographer to keep on schedule.

When the holiday video was complete, we sent the YouTube link (http://www.youtube.com/watch?v=JFWxwZWO_cc&list=UUUBn1fhdk9kBJUeU_8FEZ_g&index=4) to about 2,000 customers and community and business stakeholders, as well as to employees to share with their personal contacts. We also 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 the open rate of the email and the number of views on YouTube.

Results:

- About 400 recipients—23 percent—opened the email containing the link to the holiday video, and 331 of those people clicked the link to view the card.
- The video has been viewed 845 times on YouTube. That's more than double the 375 who viewed the previous year's card.

We also received unsolicited compliments for the video from customers and other key stakeholders.

Perhaps most gratifying of all, employees throughout the organization expressed excitement to be in next year's holiday video.