

# 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 Right Videos

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.

## **"Right" Videos**

Port of Tacoma

PO Box 1837, Tacoma, WA 98401-1837

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

### **"Right People" (1:57)**

[http://www.youtube.com/watch?v=nuWfDpPNzLo&list=UUUBn1fhdk9kBJUeU\\_8FEZ\\_g&index=2](http://www.youtube.com/watch?v=nuWfDpPNzLo&list=UUUBn1fhdk9kBJUeU_8FEZ_g&index=2)

### **"Right Location" (2:09)**

[http://www.youtube.com/watch?v=R6ZSGqp\\_lw8&list=UUUBn1fhdk9kBJUeU\\_8FEZ\\_g&index=3](http://www.youtube.com/watch?v=R6ZSGqp_lw8&list=UUUBn1fhdk9kBJUeU_8FEZ_g&index=3)

### **"Right Solutions" (2:22)**

[http://www.youtube.com/watch?v=W7LragKtJKQ&list=UUUBn1fhdk9kBJUeU\\_8FEZ\\_g&index=1](http://www.youtube.com/watch?v=W7LragKtJKQ&list=UUUBn1fhdk9kBJUeU_8FEZ_g&index=1)

## **Situation analysis**



**"Right People"**



**"Right Location"**



**"Right Solutions"**

The positive response we received from the branding video in April 2012 and the holiday video in December 2012 prompted us to consider shifting more of our publication resources to video. Online research made the case more compelling:

- 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.

Reaching more people throughout the world with short videos would help leverage the dollars we spend to inform customers, community members, employees and other stakeholders about the Port of Tacoma's programs, competitive advantages and culture.

## **Communications plan and program components**

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.

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 and customers to reinforce and personalize the "People. Partnership. Performance." attributes in our new tagline and communication materials.

### **Actions**

We worked with our consultants, Two Dogs Barking, to develop story boards and production plans to meet our \$5,000 budget for three videos.

We identified three key messages that tied to articles we featured in our fall 2012 Pacific Gateway magazine so we could promote both sets of materials through our social media channels:

- "Right People": our culture of providing stellar customer service
- "Right Location": available land that gives customers and tenants room to grow
- "Right Solutions": our environmental innovations

Shooting for all three videos at the same time allowed us to leverage single interviews with our customers and employees for use in all three. That saved time and money, helping us produce six minutes of finished video for \$5,000, less than the average cost of \$1,000 per finished minute.

We loaded the videos 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](http://www.facebook.com/portoftacoma)), Twitter feed ([www.twitter.com/portoftacoma](http://www.twitter.com/portoftacoma)) and Pier Side e-newsletter.

### **Evaluation**



We measured the response by counting the number of views on YouTube and monitoring the amount and tenor of feedback.

#### **Results:**

- In two months, the videos were viewed on YouTube:
  - "Right People": 243 times
  - "Right Location": 238 times
  - "Right Solutions": 197 times
- Staff at ports on the east and west coasts, as well as Tacoma tenants and customers, sent unsolicited compliments, saying they found the videos informative.