

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 _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations <u>XX</u> |
| | 15. Websites _____ |

<input checked="" type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2
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Entry Title: Trade Show Booth

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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Email Address: egoldman@gaports.com

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.

Georgia Ports Authority - *We Do More* Trade Show Booth

AAPA Awards Category: Visual Presentation

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

Looking to reposition the brand, GPA wanted to showcase how much more it brings to customers and the marketplace than other regional ports. GPA focused on indisputable facts to punctuate the campaign promise "We Do More." Tactics included print advertising, digital display ads and a responsive-design microsite along with this rebrand of GPA's trade show booth.

2. What were your communications planning and programming components?

Our public relations goal is to communicate GPA's commercial advantages while highlighting our customer service, economic development and sustainable practices.

Objective:

- To visually marry our trade show presence with our "We Do More" branding that
 1. Clarifies and addresses market misconceptions perpetuated by competing ports
 2. Convinces primary audiences that Savannah is the port-of-choice for cargo destined for the Southeast

Target audience:

- Beneficial Cargo Owners, Carriers and 3PLs attending Trade Shows and conferences
Value Message: The Port of Savannah offers a unique combination of geography, technology and infrastructure.
 1. More services than any other East Coast or Gulf Coast port
 2. The largest single-terminal container port in North America
 3. Two Class I railroads on terminal
 4. Over 4M square feet of warehouse space available within 30 miles of port
 5. Immediate access to major interstates — I-16 (East/West) and I-95 (North/South)
 6. 9,700 feet of contiguous berth space

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

We use a trade booth at several large conferences and events throughout the year. To solidify the image of our brand we implemented elements of the campaign, including the main idea of "We do More" along with several of the key campaign messages.

The booth was designed to be inviting, interactive and drive home our messaging. It contains a screen that plays power point presentations geared to each specific event (a copy of the presentation used most recently at RILA is included. Copies of our most

recent videos are also shown from the screen. The videos can be viewed from GPA's YouTube channel here: <http://www.youtube.com/user/georgiaports1>.

Normally on the table we display copies of our most recent annual report along with give-aways such as pens. The publication rack contains copies of our collateral material used for sales as well as copies of our most recent international publication AnchorAge.

Digital copies of AnchorAge can be found here:

<http://www.gaports.com/corporate/Communications/GPAAncorAge/AnchorAgeCurrentIssue.aspx>. Digital copies of the collateral sales material can be found here

<http://www.gaports.com/more> by clicking on MORE Port Facts on the left side. Digital copies of GPA's Annual Report can be found here:

<http://www.gaports.com/corporate/AboutUs/AnnualReport.aspx>.

The budget for the rebranded trade booth was \$6,200 for the creative and \$1,300 for materials and construction.

4. What were your evaluation methods and communications outcomes?

Prior to the release of the campaign, including the rebranded booth, our commercial officers and sales staff reviewed the content to ensure the ads stressed the strengths that were most consequential to current and potential customers.

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.