

# AAPA COMMUNICATIONS AWARDS

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

CATEGORY 1

CATEGORY 2

Entry Title Big Ship Ready Photography  
 Port Name Port of Long Beach  
 Port Address 925 Harbor Plaza, Long Beach, CA 90802  
 Contact Name/Title Art Wong, Acting Director of Communications and Community Relations  
 Telephone 562 283 7702 Email Address wong@polb.com

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

Name Port of Long Beach

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.



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## 2013 AAPA Communications Awards

Category: Visual-Only Presentations

Title: Big Ship Ready Photography

# Port of Long Beach Big Ship Ready Photography

## Communications Challenges and Opportunities

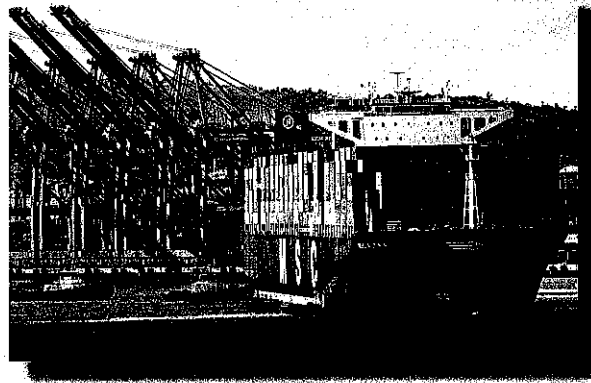
Cargo containers have revolutionized global trade. These standardized steel boxes allow countries to import and export everything from shoes and electronics to furniture and food.

The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade, welcoming 5,000 ships a year from 217 seaports around the world. As the second-busiest container port in the United States, the Port of Long Beach handles trade valued at \$155 billion annually and supports hundreds of thousands of jobs.

The industry trend is for increasingly bigger container ships, both for cost efficiency and a smaller environmental impact on a per-container basis.

In 2012, the Port of Long Beach broke the record for the biggest container ships ever to call at a North American port. In March, the MSC Fabiola – measuring 1,200 feet in length and capable of carrying as many as 12,500 cargo container units – called at the Port. It was followed a few months later by even bigger ships; the MSC Altair, capable of carrying 13,000 container units, and the MSC Beatrice, which can hold 14,000 container units. Each ship is larger than three football fields, and the Port of Long Beach is one of a handful of ports in North America capable of receiving such big ships.

The increasing size of container ships in the trans-Pacific trade has major ramifications for the trade industry, U.S. customers and the Port of Long Beach. A typical container ship calling at U.S. seaports today has about half the capacity of the MSC Beatrice.



## Planning and Programming Components

The fact that the Port of Long Beach is “Big Ship Ready” and able to accommodate these giants today provides a huge competitive advantage. This advantage needed to be advertised to industry to highlight Long Beach’s superior capacity as a gateway for trans-Pacific trade and to the local community

to gain support for future infrastructure improvement and expansion projects.

The Port is in the midst of a \$4.5 billion capital improvement program to modernize its facilities, making them accessible to tomorrow’s even larger ships.

Eye-catching photography was an essential element of the overall campaign aimed at advertising the Port’s “Big Ship Ready” theme.

### The goals for the Big Ship Ready campaign were:

- Document the historic, record-breaking arrival of the biggest container vessels ever to visit the continent;
- Clearly display the Port’s state-of-the-art terminal facilities that enable the efficient docking, offloading and loading of these giant ships;
- Provide an air of wonder about what is possible;
- Accumulate images that can be utilized in a variety of ways to announce that the Port of Long Beach is “Big Ship Ready.”

### The audiences targeted for viewing the messages about the Port being Big Ship Ready included:

- Port customers and stakeholders;
- Potential customers and stakeholders;
- Long Beach citizens;



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- The Long Beach business community supported by the Port;
- Port employees and industry agencies;
- Those who document historic events.

### Actions Taken and Communication Outputs Used

With location oversight by the Port of Long Beach Communications and Community Relations Department, the photography was completed to department specifications by Tim Rue of True Photography, coinciding with the arrival of each ship. The total photography cost was \$7,200, and all images were entered into the Port's ready archive to be used for multiple purposes supporting the Port's overall "Big Ship Ready" campaign.

The photographs featured brilliant primary colors - like those incorporated in the Port's logo and existing promotional images in videos, publications and other printed materials. They also highlighted Port infrastructure, showcased the massive size of the new ships against Port landmarks, the impressive city skyline - and the perfect California weather.

All of the record-breaking big ships photographed are operated by Mediterranean Shipping Company, the second-largest shipping line in the world.

Once the Communications and Community Relations team received confirmation that each ship would be calling at the Port, the photographer was scheduled, and best positions and perspectives were determined, along with specific at-dock activities to be recorded.

To build a sense of excitement and history-in-the-making, each ship call was promoted in the traditional media, on the Port's web page and in social media to encourage people from all walks of life to witness the historic - and spectacular - arrivals of the bigger and bigger ships. The Port's professional follow-up photography reinforced the effect of the events.

The photography was also utilized in a variety of other ways:

- In Port publications, including the re:port community newsletter that is distributed to

450,000 homes in Long Beach; in Dock Talk, the Port's electronic employee newsletter with a distribution of 500; in Tie Lines, the Port's electronic trade newsletter with more than 1,300 subscribers; in Port Facilities Guides that are distributed to all current and potential terminal operators, shipping lines and cargo operators; and in the Port's brochure publication, "Leading the Way." It was also featured in Big Ship Ready advertising in various trade publications;

- In social media outlets, including Facebook, Twitter and YouTube, with each new ship arrival;
- On the Port's website;
- In PowerPoint presentations and on signs, banners and collateral materials utilized at community outreach forums, educational conferences and industry events.

### Evaluation Methods and Communications Outcomes

Considering all above-mentioned uses of the Big Ship Ready photography, it is estimated the images were viewed by at least 2 million individuals, probably more.

The eye-catching images were a key element in the success of the Port's Big Ship Ready campaign, which attracted news media coverage by major outlets like the Los Angeles Times ("Mammoth vessel opens a new era in shipping," March 17, 2012) and Fox News (Big ship arrives at the Port of Long Beach, October 1, 2012), among others.

The images helped solidify Long Beach's status as a "Big Ship Ready" port, a fact reinforced when the world's second- and third-largest ocean carriers - MSC (featured in the photography) and CGM, respectively - announced in 2012 and early 2013 that they were establishing home bases at the Port of Long Beach.

