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 _____
2. Advertisements – Single _____
3. Advertisements – Series _____
4. Annual Reports _____
5. Audio-Only Presentations _____
6. Directories/Handbooks _____
7. Miscellaneous _____

8. Overall Campaign _____
9. Periodicals _____
10. Promotional/Advocacy Material _____
11. Social/Web-Based Media _____
12. Special Events _____
13. Videos _____
14. Visual-Only Presentations _____
15. Websites _XX___

XX CATEGORY 1	☐ CATEGORY 2

Entry Title: More

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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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 – *More* Website
AAPA Awards Category: Website

www.gaports.com/more

1. What were the specific communications challenges and opportunities?

GPA's Corporate Communications collaborated with web developers to form a new brand presence to support an associated ad campaign. The site lives on a separate sub-domain (gaports.com/more) and is the destination for all new sales messages in print, online and collateral media.

The purpose of the site was to dispel misinformation present with the market, and to present positive, assertive sales data for target markets.

The website launched Dec. 1, 2012.

2. What were your communications planning and programming components?

<u>Project Objectives</u>
The website project was developed to address three challenges:
- Resolve Confusion
  - Communication Strategy: Mitigate damage done to the brand image by the press and Charleston based on the delay in SHEP
- Assert Leadership
  - Communication Strategy: Be specific and focused on traits that are sales-focused. Use assertive language that is confident and straight-forward
- Drive Interest
  - Communication Strategy: Communicate the competitive advantages of the Port of Savannah over other east coast container ports, particularly Port of Charleston, Miami and Jacksonville

<u>Target Audiences</u>
The website is aimed at two target audiences:
- Beneficial Cargo Owners. *Value Message*: The Port of Savannah offers you more flexibility and opportunity than any other Southeast Port
- Carriers and 3PLs. *Value Message*: The Port of Savannah has more capacity, infrastructure and access to your customers than other Southeast port

<u>Traffic Drivers</u>
Marketing efforts focused on three main audiences.

- Print. The destination for all print and collateral materials is gaports.com/more
  - Measurement: Direct URL

- Online. The audience source is a reference link from banners and paid media, sending viewers to gaports.com/more#media
  - Measurement: Reported Weblink
- Search Engine Marketing. The effort drives interest through SEM and organic search /more#keyword
  - Measurement: Gen 2 Web Metrics

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

Site Architecture
Six content inputs were used to develop the site
- Written Content.
  - Resolves confusion by expanding on 6 key points developed for the current ad campaign - voice is strong, assertive and specific.
- Photography
  - Demonstrates leadership by using display which aligns with current style - majestic, angled upwards, impressive.
  - Large images used to convey the proper sense of scale.
- Sustainability Video (via youtube channel)
  - Demonstrates leadership by showcasing GPA's commitment to sustainability - a significant concern for commercial partners.
- Commercial Video
  - Drives interest by offering partners an engaging and persuasive view of the port.
- More Port Facts (Downloadable PDF sales collateral)
  - Resolves confusion by offering interested visitors a quick, concise view of the port. The sheet will specifically address those areas that have been muddied by competing ports.
- "SHEP Watch" newsfeed
  - Resolves confusion by maintaining a simple newsfeed focused specifically on SHEP, the current state of affairs and upcoming milestones.

4. What were your evaluation methods and communications outcomes?
Since the ad campaign went live on Dec. 1, 2012, we have garnered more than 2,000 impressions, with 871 unique visitors to the microsite, "gaports.com/more."

Since the ad campaign and website were put into use, 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.

(See individual traffic drivers for measurement methods.)