

**INDIVIDUAL SUBMISSION ENTRY FORM**

Please copy and complete this form for each entry.  
Create a separate document for answering the five questions below.

Check only ONE entry classification below:

- |  |   |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____               |
| 2. Advertisements – Single _____             | 9. Periodicals _____                    |
| 3. Advertisements – Series <u>  X  </u>      | 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 _____     |
|  | 15. Websites _____                      |

Please check the appropriate box:

CATEGORY 1

CATEGORY 2

CATEGORY 3

Entry Title LA Waterfront Summer Ad Campaign

Name of Port Port of Los Angeles

Port Address 425 S. Palos Verdes St., San Pedro, CA 90731

Contact Name/Title Theresa Adams Lopez

Telephone 310-732-3507 Email Address tadams-lopez@portla.org

On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

- What are/were the entry's 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.
- How does the communication used in this entry complement the organization's overall mission?**
  - Explain the organization's overall mission and how it influenced creation of this entry.
- What were the communications planning and programming components for this entry?**
  - Describe your overall goals or desired results.
  - Describe your objectives and list specific, measurable milestones needed to reach your goals.
  - Identify your primary and secondary audiences in order of importance.
- What actions were taken and what communication outputs were used in this entry?**
  - Explain what strategies were developed to achieve success and why these strategies were chosen.
  - Specify the tactics used (i.e., actions used to carry out your strategies).
  - Detail the implementation plan by including timeline, staffing and outsourcing used.
- What were the communications outcomes from this entry and what evaluation methods were used to assess them?**
  - Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
  - If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.

6020

## 2015 COMMUNICATIONS AWARDS PROGRAM

**Project Name:** LA Waterfront Summer Ad Campaign  
**Project Category:** Advertising Series

### Summary

In 2014, our in-house Communications team created a summer ad campaign to promote LA Waterfront summertime events and year-round attractions. The ad series included billboards within a 30-mile parameter of the port, as well as print ads in select tourism-targeted publications and daily newspapers. The campaign was launched in early summer 2014 to promote local and regional awareness for the LA Waterfront as we were embarking on our summertime "high season" push to attract local and regional residents to the LA Waterfront. The ads helped raise awareness, drive event attendance and set a new record for summer visitors to the LA Waterfront.

### Communications Challenge/Opportunity

**Where is the LA Waterfront and what can you do there?** These were the two questions we set out to answer with our summer 2014 ad campaign. Directed at our regional motorists, the out-of-home ads in were particularly focused on creating more awareness for the location of the LA Waterfront, calling it out with a tagline, "Where the 110-South Ends and the Fun Begins." Some people know our area as the Port of Los Angeles. Some people know it as San Pedro. But it has only been a few years, and in a gradual fashion, that we have marketed the area as the "LA Waterfront," an exciting, visitor-serving destination, inclusive of two communities (Wilmington & San Pedro), that offers signature opportunities to "play, dine, shop and explore" in "family fun" fashion.

We place a heavy focus on summer events because it's the best season to attract and familiarize visitors with the LA Waterfront. To this end, we make it a priority to measure event attendance in order to analyze the economic impact on local businesses. We had 8 events during the summer months that the ad campaign ran and after summer our Planning & Research division measured and delivered a presentation to our board about the economic impacts associated with the various events that took place during the summer. This presentation is in the materials and the top-line results are included at the end of this entry form.

### Nexus to the Port's Overall Mission

Fifty years ago, a visitor-serving "Ports O' Call" retail and dining center opened in San Pedro. For several decades it was a popular regional attraction (before galleries, lifestyle centers and an onslaught of global marketing behind Disneyland, Universal Studios and other world-renowned attractions that make Southern California a popular vacation destination). Back in the day, Ports O' Call was marketed exclusively by its developer (and not the port) and individual tenants. By the late 1980s, Ports O' Call had declined in popularity and today it only draws a significant weekend crowd.

In 2009, after decades of public cries for a more contemporary, deindustrialized, visitor-serving waterfront, the City of Los Angeles Board of Harbor Commissioners approved and entitled a 30-year waterfront redevelopment project. This started a new chapter for POLA Communications in terms of marketing the Port not only for cargo trade, but also a destination with many unique attractions. In the past decade, the Port has invested more than \$500 million to develop a more publically accessible, visitor-serving waterfront. But the area lacked new attractions until the summer of 2012, when the Battleship IOWA museum and CRAFTED weekend artisan marketplace opened.

Over the next two years, the Port's Communications Group gradually assumed the role as the promoter of the LA Waterfront as a destination. We see our role and efforts marketing the LA Waterfront as an overlay of, and

# 2015 COMMUNICATIONS AWARDS PROGRAM

a complement to, the attraction- and establishment-specific advertising and promotion that our visitor-serving tenants (attractions and businesses alike), city attractions (museums and Cabrillo Marine Aquarium) and local businesses invest in to attract visitors to the areas. As such, it's our job to market the variety of things to see and do when they are down in and around the Port of LA.

## Planning and Programming

**Objective:** Develop an ad campaign that would help the port increase overall awareness for the LA Waterfront and increase year-over-year summer event waterfront attendance and visitor spending. Showcased places to play, dine, shop and explore in and around the LA Waterfront, then underscored by on-site destination banners and miscellaneous signage. Ensure that the look and content of the ads showed diversity in people and activities.

**Target Audience:** Primarily, people living in the immediate areas of the Los Angeles and Orange counties. Additionally west coast-based vacationers.

We inventoried a handful of experiences that would showcase things to see and do in and around the waterfront – places to “play, dine, shop and explore.” To create a sense of place and loosely connect the imagery of the ads to the actual location (once people came here), we debuted a series of LA Waterfront street banners on main thoroughfares of the port in early 2014, and continued that theme with the deliverables produced for the summertime ad campaign.

At the time, we did not have a digital ad agency; so we were pretty hampered in terms of creating a robust internet component. Fortunately, the Special Summer Package that we negotiated with the Register included some banner ads on their “Go-Do” activities page.

## Actions Taken & Outputs

**Strategies:** Stretch the budget, generate some goodwill with our customers and other businesses, and reach the largest number of people possible by doing a combination of out-of-home and print ads.

**Tactics: Build off of existing assets.** Provide some semblance of continuity between the ad creative and the creative assets we already had along the waterfront in the form of street banners and other signage. The print ads also included a QR code that the reader could scan to be connected with the LA Waterfront attractions map we created a year earlier as part of our LA Waterfront web site.

**Save money wherever possible.** We did this by photographing family members of Port employees, workers (servers) from the restaurant we featured, and workers from the Drum Barracks civil war museum and the farmer’s market for ads. We also leveraged special ad rates offered by Clear Channel (special government rate) and the special rates and “Special Summer Package” promo opportunities offered by the Orange County Register newspaper (which was expanding at that time with new editions in Long Beach and Los Angeles). This package also included 50,000-impression banner ads on the Register’s event and entertainment properties.

Because we wanted frequency with the out-of-home program, we purchased a number of large billboards on the broad and consistent freeway commuter routes traveled by hundreds of thousands of motorists daily. We switched to a san serif font for these ads to ensure readability. To target people looking for activities and places to visit, we ran ads in the front and event sections of the Register newspaper editions (Orange County Register, Long Beach Register and Los Angeles Register) as well as the top-tier, high-readership western U.S. travel publication, *Westways*. The *Westways* ad was a departure from the rest of the ads because it specifically focused on the Tall Ships Festival LA 2014 – our largest event for summer 2014. We figured that

## 2015 COMMUNICATIONS AWARDS PROGRAM

this major maritime event, which comes to our port every three years, could help to influence out-of-area vacationers' summer travel-planning.

**Create goodwill for our customers and other businesses.** The ads showcased their attractions and not the port.

We spent a total of \$97,928 on this summer ad campaign, which included:

### Out of Door Ads

4 48'x14' Outdoor Billboards in select high-profile, high traffic locations

- Duration of 2, 3, 6 and 9 weeks between June 9 and July 28; an estimated 11,666,337 impressions

40 10'5"x 22'8" Eco Poster billboards along main urban corridors within a 35-mile radius of the port

- 6 week beginning July 21; an estimated 23.8 million impressions

### Print Ads/Packages

*Orange County Register, Los Angeles Register and Long Beach Register* see attached summary of the heavily-discounted Special Summer Package of 70+ various ads (total cost: \$36,788). The concurrent launch of the LA and Long Beach editions of this newspaper at the beginning of last summer brought us unprecedented exposure for this ad spend.

*Westways* (\$11,140; we bought 2 ads instead of one to save \$3,860 per ad and we ran one ad in June and the other after the summer campaign)

### Outcome and Evaluation

The ad campaign helped us meet our goal of generating the largest summer season ever in terms of event crowd attendance. An estimated 334,750 people came to our 9 various events during the heavy advertising period.

All the ads listed the LAWaterfront.org website. Visits to that site visibly increased 50-150% during the summer ad flight and in the June-September period and nearly 77% of the site visitors were new.

Our Planning & Research division analyzed the economic impact of the 3 largest events – Tall Ships Festival LA 2014, Lobster Festival and Red Bull Global Rally Cross -- and reported that these three events collectively attracted approx. 300,000 visitors – and estimated 273,000 from within the local region and 27,000 from outside Southern California.

The economic impact of visitor spending assessed for just the 3 largest events was \$9.6 million. Every dollar in direct visitor spending generated \$1.40 in total local spending.

Positive feedback from our visitor-serving waterfront customers (tenants) and other local businesses as a result of last summer's crowds have now solidified our strategy of producing and attracting special events on the LA Waterfront as a means for continually growing awareness for the destination and generating positive economic impacts for the community as they wait anxiously for a the 20- to 30 –year build-out of a \$1B public waterfront. The continually growing number of waterfront visitors shows them that an LA Waterfront destination is emerging!