



2015 COMMUNICATIONS AWARDS PROGRAM

#2

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 X _____ | 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 ‘Better Together’ Trade Ad Series

Name of Port Port of Long Beach

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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.



Summary: 'Better Together' Trade Ad Series

Classification: Advertisements/Series

The "Better Together" Trade Ad Series battles the competition by drawing attention to customer benefits at the Port of Long Beach. The port industry is evolving rapidly with major infrastructure and operational improvements to accommodate the bigger ships entering the trans-Pacific fleet. These ships have brought about colossal changes in the end-to-end movement of cargo that have resulted in congestion on the docks in 2014. The Port of Long Beach has acted quickly to improve efficiency and velocity. These ads act as Port progress reports, as well as providing a link to the Port's online publications. The ad series is part of the Port's overall "Better Together" creative campaign, recognizing the importance of industry and community partnerships and teamwork.

Port of Long Beach ‘Better Together’ Trade Ad Series

1. Communications Challenges and Opportunities

The Port of Long Beach is the premier U.S. gateway for trans-Pacific Ocean trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States, next to the neighboring Port of Los Angeles (which ranks No. 1), the Port serves 140 shipping lines with connections to 217 seaports around the world. With annual trade valued at \$180 billion, the Port is a major economic engine for Long Beach and the surrounding Southern California region, where more than 300,000 jobs are created due to the trade that passes through the Port. The Port supports one in every eight jobs in Long Beach, which translates to 30,000 Long Beach jobs and expands to nearly 1.4 million jobs nationwide, with Long Beach trade goods reaching every U.S. congressional district.

The Port is a self-supporting part of the City of Long Beach and operates under the banner of the Harbor Department to serve the citizens of Long Beach, as well as its many customers and stakeholders.

The port industry is evolving rapidly with major infrastructure and operational improvements to accommodate the bigger ships entering the trans-Pacific fleet. These ships have brought about colossal changes in the end-to-end movement of cargo that have recently resulted in unprecedented congestion on the docks.

Just a few years ago, an 8,000-TEU ship was considered big. For those not familiar with the industry term, “TEU” stands for 20-foot



equivalent unit. They are the steel containers, designed for intermodal cargo transit, that can be loaded interchangeably aboard ships, trucks, and trains. They are 20 or 40 feet long, 8 feet high and 8 feet wide.

But beginning in 2012, after years of investments in deep-water berths and high-capacity terminals, the Port of Long Beach welcomed a series of the biggest container ships ever to call in North America. At nearly 14,000

TEU capacity, they are as long as the Empire State Building is tall. They are too big to pass through the soon-to-be-completed Panama Canal, but they call regularly at Long Beach. And they're not even the biggest ships out there – now, 20,000-TEU ships are entering the fleet.

The sudden surge in regular big ship calls has been an operational challenge for terminal operators. Ships and cargo have backed up. At the congestion's worst, nearly 30 ships were anchored outside the two Southern California ports of Long Beach and Los Angeles, waiting for an open berth. Ordinarily there might be no more than two. Shipments were delayed for weeks.

Acting quickly, the two ports worked together to address the need for systems optimization in the big-ship era. The industry-wide new model will be built around information technology and managing data to connect overseas vessel stowage offices, shipping lines, marine terminals, freight intermediaries, truckers and railroads in a single loop. In San Pedro Bay, improvements began with better availability of the truck chassis that carry



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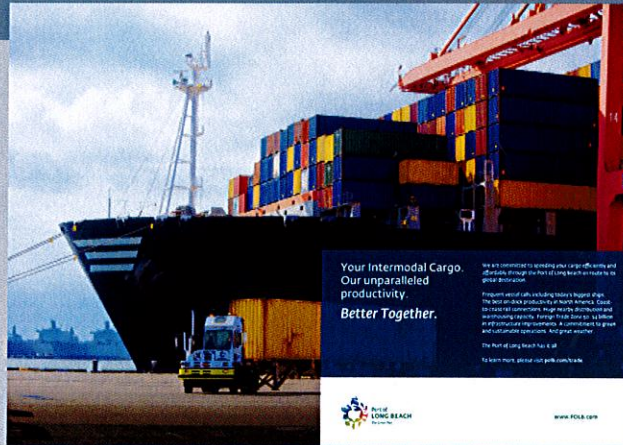
containers and an agreement with the Federal Maritime Commission to allow the two ports to work together on congestion issues – a first for the industry.

The Port of Long Beach became big-ship ready through a steady commitment to first-class facilities, infrastructure investment, and green and sustainable operations. And now, the Port is investing \$4 billion during this decade – more than any port in the United States – to modernize its facilities still further to meet evolving industry trends, including a new generation of still larger, more efficient vessels entering the Pacific fleet. Now celebrating the 10th anniversary of its landmark Green Port Policy, the Port still makes protecting the environment and operating sustainably top priorities. In line with the Port's future mandate to be the world's first zero-emissions port, the new, larger ships have the very latest, most efficient engines, and their larger capacity requires fewer ship calls, resulting in less fuel consumption.

In 2014-2015, the Port introduced a trade advertising series to draw attention to the dramatic and dynamic changes and improvements underway at the Port and to express the importance of industry partnerships to accomplish better, faster ways to move cargo.

2. Complementing the Overall Mission

As a major economic engine for the region, the Port of Long Beach is committed to increasing trade volume and jobs, while adapting to the advent of bigger and bigger ships and reducing environmental impacts. To reach this complex goal, the Port of Long Beach Communications and Community Relations Division works with the Business Development Division to retain or grow market share by promoting the advantages of moving trade through the Port of Long Beach. The result is a multipronged marketing approach that includes advertising in both traditional and



web-based media (like this “Better Together” campaign), as well as news distribution, articles in major publications, electronic customer newsletters, an effective and interactive website, active involvement in social media, promotional collateral sales tools, trade displays

for shows and conferences, participation in industry organizations in leadership roles and as speakers and exhibitors, annual trade functions sponsorship, forecast conferences and workshops for those just entering the industry, worldwide customer visits, international news conferences, and much more. The team also participates in activities related to environmental stewardship and other issues concerning the industry as a whole.

The “Better Together” trade ad series is part of an overall Better Together-themed Port campaign that includes this trade series, a community outreach ad series, and a variety of promotional, display and collateral materials.

3. Planning and Programming Components

The Port is part of the City of Long Beach, under the banner of the Long Beach Harbor Department, and operates as a landlord port. The Port provides state-of-the-art, green facilities that are leased to private operators. These terminal operators and shipping lines that move the cargo are the Port's customers and partners in future growth and prosperity.

The target audience for the “Better Together” trade campaign was current and potential Port of Long Beach customers.

The goals of the “Better Together” trade campaign were to:

- Generate new business and awareness
- State the primary advantages for customers at the Port of Long Beach



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- Share the many improvements underway to address the impact of big ships and improve cargo velocity
- Indicate that the Port of Long Beach is taking a leadership role in the industry’s evolution
- Provide an avenue for communication
- Announce incentives
- Receive maximum exposure with customers and potential customers through targeted placement
- Get the reader’s attention with engaging copy and eye-stopping visuals
- Coordinate artwork and content with other elements of the “Better Together” campaign for overall campaign continuity

4. Actions Taken and Communication Outputs Used

The “Better Together” trade advertising series was created and placed by the Port of Long Beach Communications and Community Relations Division team to run from May 2014 to April 2015.

The creative for the ads featured bright and colorful images from the Port’s extensive photo archive depicting giant ships entering the harbor and unloading at dock, giant cranes and other dock facilities, and blue California skies.

The ads created for the “Better Together” trade series include a multiple-phrase, stacked headline always concluding with “Better Together,” a brief copy block, the Port of Long Beach logo with the accompanying slogan, “The Green Port,” and the Port’s web address. All online ads were linked to Port website pages, allowing readers to click through for additional information.

The color ads were produced in a variety of sizes for use in both print and digital media, utilizing all copy or copy segments, depending on size.

Creative and Copy

The following are representative samples from the trade campaign:

Message #1:

Big Ship Ready.

Staying Ahead.

Better Together.

The Port of Long Beach is big-ship ready! With \$4 billion in improvements under way, we’ll be ready for tomorrow’s even bigger ships, too. Our investments will bring an even brighter future for our community and grow today’s 30,000 jobs in Long Beach. Here. There. Everywhere.

Creative features a giant MSC container ship entering the Port of Long Beach guided by a Crowley tug and two other ships already docked at the container yard in the background.

Message #2:

Port News.

Your Inbox.

Better Together.

There’s a lot going on in and around the Port. So much that you need to know. Get the latest happenings by signing up for our electronic newsletters. Just visit polb.com/subscribe and sign up for alerts on Port news, cargo statistics, and our award-winning Tie Lines monthly newsletter.

Creative features a long, high shot of the Port of Long Beach with cranes, railways, channels and container yards in the foreground, topped by the downtown skyline.

Message #3:

Free parking.

Cleaner air.

Better Together.

The Port of Long Beach is all for growing our business, but also is striving to be socially responsible. So we’re attracting more cargo with a “free parking” dockage waiver and payments for more on-dock rail shipments but linking gains to air quality improvements. The way we see it, these are investments in a better quality of life. And the right thing to do.



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Creative features two giant cargo ships at docks with on-dock rail facilities, clean air and sparkling blue water.

Message #4:

New norms.

New vision, new thinking.

Better Together.

Adapting to the “new norms” of a fast-changing, post-recession maritime industry demands visionary thinking. The Port of Long Beach is proud to join with COSCO, Drewry,

Maritime China and the Journal of Commerce for World Shipping (China) Summit 2014, so we can network and all share the latest news, forecasts and solutions.

Creative features an overhead view of the fully loaded “Cosco Excellence” container ship calling at the Port of Long Beach.

Placement

Ads were rotated and placed in a variety of print and online trade publications, including the Journal of Commerce, American Shipper, Pacific Maritime Magazine, Cargo Business News, Food Logistics, Inbound Logistics, Lloyd’s List, Supply Chain Brain, and locally in special trade sections inserted in the Long Beach Business Journal. Targeted impressions totaled approximately 6 million in all media for the period May 2014 through April 2015, at an overall cost of \$450,000. The campaign is ongoing, with additional messages added periodically.

5. Communications Outcomes and Evaluation Methods

The goals of the trade advertising series and marketing activities were to increase business, expand participation in Green Port initiatives, and grow our partnership with customers and other stakeholders by increasing subscriptions in the Port’s online newsletters.

Cargo numbers for 2014 were up 2 percent, and Port of Long Beach shipping terminals moved nearly 7 million TEUs, up from 6.7 million in 2013, making 2014 the third-best year in the Port’s 104-year history.

Until a couple of years ago, the biggest ships calling at the Port of Long Beach carried 8,000 TEUs. In 2012, the Port leaped ahead of other U.S. ports when the first 14,000-TEU ship came to Long Beach. In late 2013, three more 14,000-TEU ships called at Long Beach, and, during the run of this trade campaign, these ships became part of a service that calls regularly at the Port of Long Beach.

Productivity and efficiency are critical to customers, and the Port of Long Beach was named the Best Seaport in North America in 16 of the past 18 years by its customers in Asia and Most Productive Port in North America in a 2014 Journal of Commerce survey comparing port statistics for on-dock operations.

The Port provides incentives for shipping lines that send their biggest, most environmentally friendly super-ships to Long Beach and additional incentives for ships that slow their speeds inside the harbor to cut pollution. Results in 2014 showed nearly 100 percent voluntary compliance, allowing ships to fly the Port’s Green Flag for Environmental Achievement.