

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: **Our Connections Run Deep Ad Campaign**

Name of Port: **Port of New Orleans**

Port Address: **1350 Port of New Orleans Place, New Orleans, LA 70130**

Contact Name/Title: **Renee Aragon Dolese, Communications Manager**

Telephone: **504-528-3363** Email address: **doleser@portno.com**

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.

1. 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.

2. 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.

3. 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.

4. 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.

5. 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.

2015 COMMUNICATIONS AWARDS PROGRAM

Port of New Orleans Entry Statement – Ad Series

Our Connections Run Deep / Our Capabilities Run Deep Ad Campaign

1) Challenges or opportunities

The city of New Orleans is internationally renowned for many things, music, food and of course our Southern hospitality. For years as we focused on our global and modern importance, we downplayed our city's famously laidback Big Easy attitude. We came to realize that the special personalized customer service was one of the things that set us apart. So we wanted to marry our unique culture with our unique capabilities -- the fact that we are a deep-draft port and a premier intermodal port with all six class I railroads, inland river and interstate highway systems.

2) The Port of New Orleans mission is: *to be a proactive, customer-oriented, financially healthy service organization whose primary purpose is to maximize the flow of foreign and domestic waterborne trade and commerce with relevant markets by providing, directly or through third parties, highly productive facilities, equipment and support services to meet the specialized needs of shippers and ship operators.*

The Our Connections ads are designed to highlight our mission by incorporating our dedication to getting the job done and our customer-driven strategic logistical services.

3) Planning and programming components

Goals—To create an ad campaign that was unique to the Port and the city of New Orleans.

Objectives—To show the Port's unique position as a deep-draft port with premier intermodal capabilities while reflecting our Big Easy hospitality and customer service.

Target Audience—The global maritime industry, including both current and potential shippers.

4) Actions & Outputs

American Shipper, \$25,000:

- 8 full page ads with a circulation of 15,500 per issue
- Banner ad 71,200 total impressions Dec. 2014-present
- 30 days at 40,342 views
- .25% actual clicks

Breakbulk Magazine, \$25,000:

- 6 full page ads with a circulation of 48,000 per issue
- Banner ad more than 300,000 impressions in 2014

We also ran ads in International Transportation Journal, Maritime Executive, American Journal of Transportation Tea & Coffee, Global Trade, Louisiana Export Mag, Waterways Journal, World Trade Center New Orleans, New Orleans Chamber Directory, Biz New Orleans and New Orleans City Business.

Total investment: \$100,000

Three communications staffers directed an advertising firm and a photographer in creating ads. We use "Our Connections Run Deep" interchangeably with "Our Capabilities Run Deep." The secondary text and the photos can be customized to fit the publication/audience. For example, for Breakbulk Magazine our photos are of steel, project cargo, ship to barge etc. The prominent deep blue water background reflects the fact that we are deep draft port as well as the depth of our services, connections and capabilities.

5) Evaluation methods and outcomes

Anecdotal results came in the form of feedback from customers, board members and members of the Port community who saw the ads. The Port of New Orleans broke cargo records in both breakbulk and containers and continues to garner new and expanded carrier services in 2014 and is trending toward another record year.

OUR
CONNECTIONS
RUN DEEP.

In New Orleans, we're known for letting the good times roll.

But to our customers, our connectivity is as
world-class as our food and music.

The Port of New Orleans is America's most intermodal port.

**We connect you to major inland markets and Canada
via 14,500 miles of waterways, all six Class-I railways,
50 ocean carriers, 16 barge lines and 75 truck lines.**

The Clarence Henry Truckway, a dedicated two-lane roadway
on Port property, makes fast transit times even faster.

The Port also offers near-dock rail and ship-to-barge services.

You can count on us to exceed your cargo handling
expectations —and you'll love our Big Easy hospitality.

You'll be glad you came.



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THE PORT OF NEW ORLEANS
YOUR BUSINESS. OUR PLEASURE.

portno.com



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The Clarence Henry Truckway, a dedicated two-lane roadway
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The Port also offers near-dock rail and ship-to-barge services. Looking forward,
the Port of New Orleans is always innovating and expanding,
so you can comfortably do business here.

You'll be glad you came.



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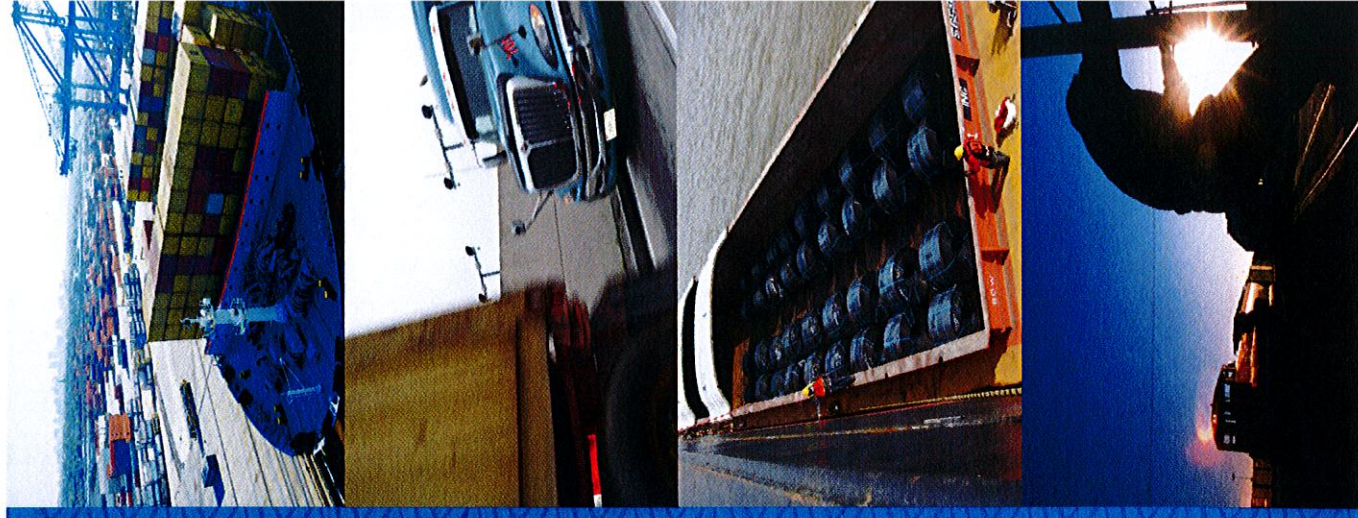
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