

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 <u> X </u> | 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 _____ |
| | 15. Websites _____ |

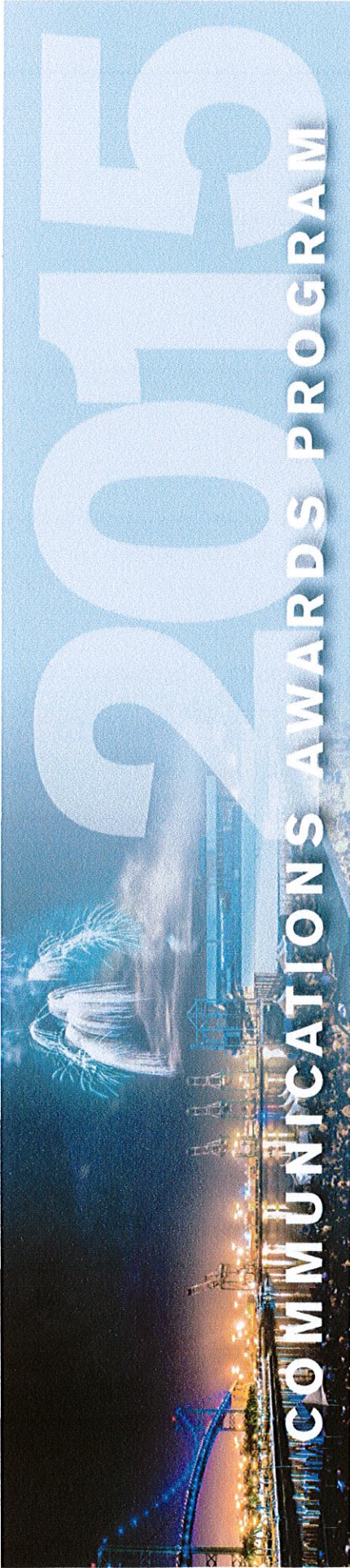
Please check the appropriate box:

<input type="checkbox"/> CATEGORY 1	<input checked="" type="checkbox"/> CATEGORY 2	<input type="checkbox"/> CATEGORY 3
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Entry Title WANTED: BIG SHIPS
 Name of Port Maryland Port Administration (Port of Baltimore)
 Port Address 401 East Pratt Street, 20th Floor, Baltimore, MD 21202
 Contact Name/Title Richard Scher, Director of Communications
 Telephone 410.385.4483 Email Address rscher@marylandports.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.

- 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.



Maryland Port Administration

WANTED: BIG SHIPS

Advertisement - Single




6672

WANTED: BIG SHIPS

Thanks to our public-private partnership with Ports America Chesapeake, Baltimore is now one of two U.S. East Coast ports capable of handling the largest ships in the world.

With the Port of Baltimore's 50-foot deep, 1,200 foot long container berth and four super Post-Panamax cranes, we are ready to help you!



1-800-638-7619 marylandports.com twitter.com/portofbalt

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2015 AAPA COMMUNICATIONS AWARDS

Advertisements ~ Single WANTED: BIG SHIPS

Communication Challenges and Opportunities

The Port of Baltimore consists of both public and private terminals. The Maryland Port Administration, which falls under the guidance of the Maryland Department of Transportation, oversees six public terminals. As a port governed by the State of Maryland, we have limited funds as to what we can do in terms of building new infrastructures and advertising. Funding is provided through State taxpayer dollars and therefore we must be very cognizant of how we spend those dollars. As well, State budgets are under constant scrutiny and could be cut at any time.

However, thanks to a public-private partnership between the Maryland Port Administration and Ports America Chesapeake, the Port of Baltimore was able to create a 50-foot deep berth and channel, along with securing four super post-Panamax cranes in preparation for the Panama Canal expansion in 2016. The Port of Baltimore positions itself as one of two East Coast ports capable of handling the largest container vessels in production today.

Due to the investment made by the Maryland Port Administration and Ports America, the Port of Baltimore was able to add jobs, with 14,600 direct and 40,400 indirect and induced jobs in the State of Maryland. The Port is a major economic generator for the State of Maryland, with three billion in personal wages and salaries and \$300 million in state and local tax revenue. In 2014, the Port set a record of 484,410 containers (770,139 TEUs), which was up 10 percent from the previous year.

As the Maryland Port Administration, it is our obligation to the Port of Baltimore, State of Maryland and stakeholders to advertise our port to large shipping lines about our capabilities of serving them. Since the widening and deepening of the berth, along with the four new super-post-Panamax cranes, a shipping line may not know we are capable of handling the largest container vessels constructed today.

Completing the Overall Mission

The Maryland Port Administration's mission is to stimulate the flow of waterborne commerce through the State of Maryland in a manner that provides economic benefit to the citizens of the state. The Port Administration strives to capitalize on port business opportunities, provide, manage and promote competitive, secure, state-of-the-art terminals capable of efficiency handling diverse cargoes, leverage mutually supporting public and private sectors and act as a good steward of Maryland's natural environment.

The Port of Baltimore wants to ensure shipping lines, cargo handlers and others impacted by the port's business and operations are aware of the port's progression. In continuing with that effort, the Port recently revamped the website and increased its social media presence to engage stakeholders and customers.



2015 AAPA COMMUNICATIONS AWARDS

Planning & Programming Components

The primary audience for the Wanted: Big Ships advertisement includes shipping lines, cargo handlers and maritime executives.

The goals of the advertisement were to:

- Generate awareness to both current and potential Port customers of the 50 deep berth and post-Panamax cranes
- To inform customers the Port of Baltimore is open for business and ready to handle the largest container vessels in production today
- Select appropriate media to reach targeted audience
- To promote the Port's website and Twitter in order to obtain further information

Actions Taken & Communication Outputs Used

The advertisement was created and designed entirely in-house, due to our limited budget. We have a creative and design person dedicated to creating advertisements. Input was used from other Maryland Port Administration Departments, such as Planning, Marketing and Trade Development.

The WANTED: BIG SHIPS ad was placed in the *American Journal of Transportation* (7,200 circulation and 33,000 readership), *Journal of Commerce* (Circulation of 15,000) and *World Trade 100 Magazine* (Circulation of 28,000) in order to effectively reach our targeted audience. The timing of the placement of the ad was chosen based on what major topics were going to be discussed in that particular medium. Thus, when a medium had a feature on post-Panamax ships, we felt it was necessary to have our ad in that issue for audience penetration. These media placements were also determined due to cost effectiveness.

Communication Outcomes & Evaluation Methods

The Maryland Port Administration's Marketing and Trade Department personnel travel the globe to meet with both current and potential customers. On these visits, the Port's representative highlights the post-Panamax cranes and 50 foot deep berth. Almost every time they meet with a company, the customer commends them on an exceptional and attractive looking ad. The department has also received positive emails and phone calls mentioning the ad. Additionally, the ad has been attributed to a couple new shipping lines calling to the Port of Baltimore, as those shipping lines have specifically mentioned the ad. Customers have said, "The ad is clear and concise in its messaging," "Great headline," "I love seeing a photo of the port and the cranes" "Lovely ad."

Based on when the ads were placed in the specified media publications, our website visitation spiked per our Google Analytics. The ad was placed in the *Journal of Commerce* in January 2015 and as a result, our website homepage received 44,921 page views, up 15 percent from the usual views the page receives. When the ad was

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2015 AAPA COMMUNICATIONS AWARDS

placed in the August 2014 edition of the *American Journal of Transportation*, the port's homepage received eight percent more views, with 21,446 page views.

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