

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:

- | | | |
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| <p>1. AAPA Awareness Initiative Messaging _____</p> <p>2. Advertisements – Single _____</p> <p>3. Advertisements – Series _____</p> <p>4. Annual Reports _____</p> <p>5. Audio-Only Presentations _____</p> <p>6. Directories/Handbooks <u> X </u></p> <p>7. Miscellaneous _____</p> | | <p>8. Overall Campaign _____</p> <p>9. Periodicals _____</p> <p>10. Promotional/Advocacy Material _____</p> <p>11. Social/Web-Based Media _____</p> <p>12. Special Events _____</p> <p>13. Videos _____</p> <p>14. Visual-Only Presentations _____</p> <p>15. Websites _____</p> |
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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 2014 Indiana Logistics Directory

Name of Port Ports of Indiana

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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.

- | | |
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| <p>1. What are/were the entry’s specific communications challenges or opportunities?</p> <ul style="list-style-type: none"> – 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. <p>2. How does the communication used in this entry complement the organization’s overall mission?</p> <ul style="list-style-type: none"> – Explain the organization’s overall mission and how it influenced creation of this entry. <p>3. What were the communications planning and programming components for this entry?</p> <ul style="list-style-type: none"> – 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. | <p>4. What actions were taken and what communication outputs were used in this entry?</p> <ul style="list-style-type: none"> – 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. <p>5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?</p> <ul style="list-style-type: none"> – 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. |
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Ports of Indiana – ‘2014 Indiana Logistics Directory’

5348

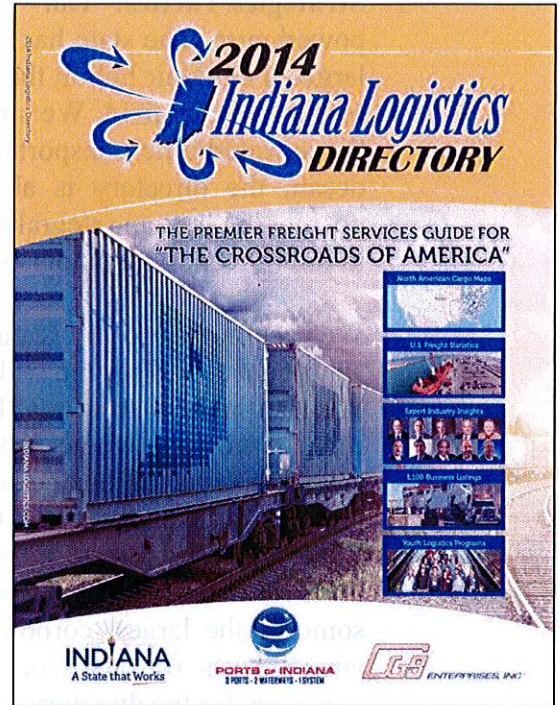
The Indiana Logistics Directory is an annual publication produced by the Ports of Indiana. The state of Indiana is well-known for its central location and a variety of transportation options. The Indiana state motto is “The Crossroads of America.” To celebrate this advantage and showcase the freight transportation industry as an important resource, the Ports of Indiana publishes the annual Indiana Logistics Directory to promote companies from the freight transportation industry – including water, rail, truck and air logistics. By creating a statewide logistics directory, the Ports of Indiana is able to position itself as the state’s premier expert on freight transportation and a leader in the logistics industry.

Ports of Indiana 2014 Indiana Logistics Directory Entry Statement

Communications Challenge/Opportunities

○ **Situation Analysis:**

The Indiana Logistics Directory is an annual publication produced by the Ports of Indiana. The state of Indiana is well-known for its central location and a variety of transportation options. The Indiana state motto is “The Crossroads of America.” To celebrate this advantage and showcase the freight transportation industry as an important resource, the Ports of Indiana publishes the annual Indiana Logistics Directory to promote companies from the freight transportation industry – including water, rail, truck and air logistics. By creating a statewide logistics directory, the Ports of Indiana is able to position itself as the state’s premier expert on freight transportation and a leader in the logistics industry. This enables us to market the ports to a much wider audience of new prospects.



Planning and Programming

- **Goals:** To serve as a professional guide and promotional tool that markets Indiana’s transportation, distribution, logistics and related resources to local, national and international markets by showcasing top companies and organizations involved in the industry; to provide an extensive list of the region’s “who’s who” in this industry; to act as the primary resource for logistics in Indiana; to feature perspectives from key leaders on important logistics issues; and to promote Indiana’s three ports as part of a larger well-connected freight transportation network at the “Crossroads of America.”
- **Target Audiences:** The main target audience for our directory includes businesses that might consider locating in Indiana as well as current and potential users of Indiana transportation resources. Secondary audiences include government officials and state-wide economic development groups promoting Indiana to businesses around the world.
- **Objectives:** Since the Ports of Indiana has statewide authority and many off-port programs, this publication allows us to better reach prospects outside of our regular business circles. We are also garnering valuable goodwill and building relationships with public officials, private industry and economic development leaders by providing them with an indispensable tool that markets the entire state. The main message of the publication is that Indiana provides extensive transportation, distribution and logistics resources at the Crossroads of America. The online version – located at

www.indianalogistics.com – also presents worldwide access to the directory as well as direct links to advertisers’ websites and companies’ contact information.

Actions and Communication Outputs

- **Strategies/Tactics:** Our primary strategy is to showcase Indiana as a logistics powerhouse. The state has three ports, miles of highways and rail tracks and the second largest FedEx air hub in the world. It is also home to a variety of academic opportunities in the logistics field. We strive to promote all of these different aspects of the industry. Since waterborne transportation is often overlooked in Indiana because we are not on an ocean, the directory is able to raise awareness for our vital maritime industry by positioning it as an integral piece of the overall logistics puzzle. Our secondary strategy is to promote individual logistics-oriented businesses.

We accomplish this by featuring articles that highlight not only water, but rail, truck and air freight as well as the wide variety of logistics education programs present in the state. We also include an annual listing of rankings – think of it as the state’s logistics report card – showing where Indiana ranks in significant logistics categories. To promote statewide logistics businesses, the directory pages include over 1,000 Indiana logistics-related businesses in the categories of Transportation, Freight Services, Education/Workforce, Economic Development and Professional Services with 46 different subcategories – everything from small “mom and pop” trucking companies to some of the largest corporations. We contact each of the individual businesses on an annual basis by email or fax to update their records and also share our marketing messages for the directory initiative, and by default, our ports as well.

The 2014 edition of the Indiana Logistics Directory increased in size by over 60 percent from the 2013 edition, due to two new features designed to add informational value and to increase reader ease-of-use. We added a map section, beginning on page 67 that includes both North America and Indiana maps for air, rail, road and waterborne transportation. We intend for the directory to be a well-used reference guide, and the maps showcase the connectivity of the state in a clear manner while highlighting the location of the state’s highways, rail lines, ports and airports. The other addition to the 2014 edition was an alphabetical listing of the businesses featured. Previously, a business listing search was based on category. With the addition of the alphabetical company list, users can search for a specific company’s contact information within the directory.

As the size of the publication grew, another user-friendly addition was made – color-coded bars along the outer edge of the page that let the reader know what section they are in. In the previous edition, this was included only in the business listings. For the 2014 edition, we expanded the presence of this feature to highlight additional key areas and make it easier for someone flipping through the publication to find the desired content.

- **Implementation Plan:** The Indiana Logistics Directory is produced annually by a combination of in-house staff, sponsors, an outside graphic designer and printer. The cost to produce and print the 2014 edition was approximately \$37,000. We print 10,000 copies, of which approximately half are given to economic development groups around

the state for distribution. More than 3,000 are mailed to U.S. logistics companies, manufacturers and key government leaders and 500 are given to sponsors for their own distribution. An additional 500 copies are distributed at the annual Indiana Logistics Summit, a sister event to the publication coordinated by the Ports of Indiana. The remaining directories are distributed by the Ports of Indiana at tradeshows, included in business development presentations and mailed out by request. An online version is available at www.indianalogistics.com.

Evaluations Methods and Communications Outcomes

To measure the success of this publication, we conduct annual reader surveys as well as track the advertising revenue. In a 2015 survey of Directory readers, over 90 percent of the respondents rated its value as a 3, 4 or 5 on an escalating value scale of 1 to 5. The number of respondents rating the Directory a “5” rating increased 14 percentage points over the previous survey. The most popular feature continues to be the business listings with nearly 82 percent rating that section as most useful, followed by Indiana’s logistics rankings and U.S. freight statistics (each over 60%). A brand new section featuring North American cargo maps was rated among ‘most useful’ by over 60 percent of respondents. The survey also asks which transportation modes are most important to your business, and while truck (90%) and rail (55%) lead the way, maritime transportation (45%) ranks alongside air (45%) in level of importance. This is extremely significant in Indiana, which is home to the second largest FedEx hub in the world and is often considered to be land-locked. Raising awareness of maritime transportation as a key part of the overall logistics network is a primary objective for Ports of Indiana in producing this publication.

We also measure the financial success of advertising sales. This puts a solid figure on the value that our stakeholders see in the publication. The directory has become so popular and valued among its target audience that it turns a sizeable profit each year. The 2014 edition brought in more than \$88,000 in advertising dollars from 21 sponsors, up from only 11 sponsors and \$49,000 just three years earlier.

Overall, the Indiana Logistics Directory has been a very successful marketing tool for the Ports of Indiana to promote our ports as part of a larger picture – Indiana is an all-around logistics powerhouse. This allows us to continue to reach new people who may not look to waterborne transportation first, but quickly see the value and opportunity when considering it as part of the region’s overall transportation system. While we do measure our success in advertising revenue, the true value of this publication is as a marketing tool that showcases our ports, and Indiana’s logistics sector, as logistics leaders to a global audience.