

# 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             | _____        | 10. Promotional/Advocacy Material | _____ |
| 4. Annual Reports                      | _____        | 11. Social/Web-Based Media        | _____ |
| 5. Audio-Only Presentations            | _____        | 12. Special Events                | _____ |
| 6. Directories/Handbooks               | <u>  X  </u> | 13. Videos                        | _____ |
| 7. Miscellaneous                       | _____        | 14. Visual-Only Presentations     | _____ |
|                                        |              | 15. Websites                      | _____ |

CATEGORY 1     
  CATEGORY 2     
  CATEGORY 3

Entry Title: **The Official Directory of the Port of New Orleans 2015**

Port Name: **Port of New Orleans**

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

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

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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.

- 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.

## Port of New Orleans Entry Statement – Directory/Handbooks

### The Official Directory of the Port of New Orleans 2015

#### Link to digital publication:

<http://www.pageturnpro.com/Renaissance-Publishing/64839-Port-Directory/index.html#4>

#### 1) Challenges or opportunities:

The annual Port Directory is a source of vital information about Port assets and capabilities as well as an annual comprehensive list of companies and organizations that do business with the Port. It is used as a marketing tool for Port marketing staff, for our Board of Commissioners and for our customers.

- The basic look of the publication had been the same for several years. In 2014 the directory was redesigned, we wanted a fresh, clean look throughout, to reflect who we are as a modern, efficient Port. The cleaner layout did not compromise the critical elements readers expect to find in an official directory and guide to the Port of New Orleans.
- Our feedback from Port marketing staff is that customers still like and use the hard copy publication while conference goers don't necessarily like to travel with bulky publications. Our challenge is to create a publication that is comprehensive yet efficient, and to provide digital methods of delivering the information.
- Directory listings were getting too long and in many cases outdated. We needed to purge and update the listings to make them more relevant and accurate. The listings section was also very utilitarian and lacked color and style. We wanted a more cohesive magazine-style look throughout the entire publication.
- We also adopted a new cover look that was clean yet showcased our versatility as a port.

- 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 Port Directory offers the general overview of how we accomplish that mission: It informs the public, potential customers and the maritime community about our highly productive facilities, equipment, our support services and more. The Directory listings section provides useful and usable information about our partners and the connectivity and services offered via the Port.

#### 3) Planning and programming components:

-- **Overall goals/ desired results:** A comprehensive yet efficient publication with accurate, user-friendly information presented in a portable, contemporary full-color format with modern design and photos.

-- **Objectives:** We wanted a publication that would serve as a marketing tool with all the vital information about the port as well as an accurate annual directory. We would measure this by:

- Demand for the directory by our customers and our sales staff.
- Staff feedback about its use as a sales tool.
- Ad revenues.
- CTR on the digital edition.

#### --Target Audiences:

**Primary Audience:** Port customers and tenants, potential new customers, members of the port community, Port of New Orleans marketing staff and our Board of Directors.

# 2015 COMMUNICATIONS AWARDS PROGRAM

**Secondary Audience:** businesses considering relocating to New Orleans.

### 3) Actions & Outputs:

New Orleans-based publishing firm, Renaissance Publishing, designs, prints and mails 7,000 copies of the directory at no cost to the Port. In exchange the publisher retains all ad revenues. A Communications staff of three plans, writes and edits the publication, and maintains the listings database.

--**Strategies:** In order to create a one-stop source for Port assets and capabilities, we:

- Created a fresh, eye-catching cover that shows all aspects of the port including an aspirational main image of a man on a gantry crane overlooking the Napoleon Avenue Container Yard with the city and Superdome in the background. The image shows our connection to the economic vitality of the city and region.
- Developed color-coded sections in the front of the book with color tabs on the upper top corners to indicate sections.
- Included a pullout harbor and highway map that locates Port facilities and other useful information. This perforated tear-out section travels easily.
- Provided a shorter and more accurate directory listings in the back of the book. The use of color blocks distinguish categories. Listees enter and manage their own listing through our web portal, and updates can be made throughout the year on our web database throughout the year with staff approval. In preparation for the print edition of the directory, we sent out a series of reminders to listees update their company information on our web database so it can be reflected in the annual print directory. In addition to these steps, our staff purged and researched existing listings for accuracy.
- In addition to the digital page-turning publication, we engaged the publisher in creating a mobile app of the directory.

--**Implementation plan:** The strategy was executed by three communications staffers in a process that started five months in advance of publication date, March 2014. 7,000 copies of the directory were printed and mailed at no cost to the port, but in exchange the publisher retained all ad revenues. A digital page-turner was placed on our website and a link to the Port Directory webpage was pushed on our social media platforms, drawing instant hits to our website.

### 5) Evaluation methods and outcomes:

--**Evaluation of success:**

- Demand for the directory: our marketing staff and reception areas can't keep the issue in stock. We receive requests for hard copies and the link to the digital pub to be sent to members of the maritime community.
- Ad revenues: The Port Directory advertising revenues totaled over \$100,000 for the 2015 edition.
- A total of 17,886 page views have been recorded for the 2015 digital version since it was uploaded in March 2015.

--**Communications outcomes:** General anecdotal feedback is that the Port Record is a good read with vital information that is important to the Port community, our board and our customers. Our marketing staff find it useful in their sales and customer service efforts. We receive a steady flow of inquiries to be added to the mailing list.