

## 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 _____               | 13. Videos _____                        |
| 7. Miscellaneous _____XX_____                | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____                      |

Please check the appropriate box:

<input type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2	<input checked="" type="checkbox"/> CATEGORY 3
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Entry Title: Holiday Greeting

Name of Port: Georgia Ports Authority

Port Address: PO Box 2406, Savannah GA 31402

Contact Name/Title: Emily Goldman

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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.

5294

# GEORGIA PORTS AUTHORITY

## Holiday Greeting

AAPA 2015 Entry Classification: Miscellaneous

### SUMMARY:

The holidays present a unique opportunity for businesses to get their names in front of current and potential customers in a whimsical way.

This year, Georgia Ports Authority used a fun animated greeting that touched all business sectors and was easy to share via email, on GPA's website as well as through GPA's social media channels.

Find GPA's Holiday greeting online:

<http://goo.gl/hVD1oy>

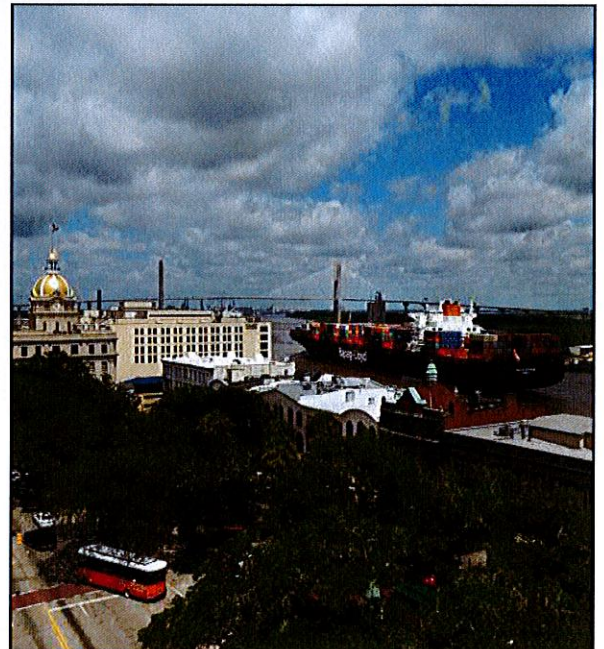


## SITUATION

### 1. What are the entry's specific communications challenges or opportunities?

Fostering international trade and industry, the GPA operates deepwater ports in Savannah and Brunswick. The Port of Savannah, one of the busiest in the nation, includes Garden City container terminal and Ocean Terminal, handling breakbulk and Ro/Ro cargo. The Port of Brunswick handles automobiles, along with farm and forest products. Georgia's ports support 352,000 jobs in Georgia and contribute \$18.5 billion in income, \$66.9B in revenue and \$2.5B in state and local taxes.

Georgia Ports Authority needed a greeting that could be used to reach out to worldwide business partners who celebrate different holidays, while highlighting the different aspects of GPA's business.



The Port of Savannah is the fourth busiest container port in the nation.

# MISSION

## 2. How does the communication used in this entry complement the organization's overall mission?

- The holiday card produced by GPA offered staff from every department the opportunity to reach out to potential clients, current clients, governmental agencies and other partners. It is one more tool that GPA staff uses to connect with decision makers as GPA acts as an economic engine for the Southeastern Economy.
- As the Savannah Harbor Expansion Project enters the construction phase, it is important to remain on the radar of influencers as GPA works to secure complete funding for the project.



**GPA's holiday greeting highlighted several partners, including those in trucking.**

# PLANNING



**GPA's holiday greeting highlighted several partners, including those in intermodal.**

## 3. What were the communications planning and programming components for this entry?

**Goal:** Create a fun holiday greeting that can be used by sales people for current and prospective clients along with other GPA staff for business partners, contractors and government organizations.

### Objectives:

- Create a greeting that is attractive and easy for GPA staff to use
- Applicable for anyone, no matter what holiday they celebrate
- Highlight different aspects of GPA's business including vessels, truck and rail

**Target Audiences:** Beneficial cargo owners, carriers, government officials and agencies, media contacts, logistics and other business partners.



The final image from GPA's holiday greeting included wishes for more peace, joy, and prosperity.

## ACTIONS

### 4. What actions were taken and what communication outputs were used in this entry?

- GPA's Corporate Communications team partnered with a firm that specializes in transportation-themed messaging and animation. The team met six weeks prior to the launch date of the holiday card to discuss the big picture, then worked collaboratively until final delivery.
- GPA's staff provided creative direction while the design firm created the animation.
- GPA shared the greeting on YouTube and gaports.com then sent those links along with instructions to staff on how they could share it with their contacts. GPA also shared it through different social media channels such as LinkedIn, Facebook and Twitter.
- The production timeline, from approval to completion, was two weeks and the budget was \$8,200.

## RESULTS

### 5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

- Reached 541 people via Facebook
- Achieved 533 impressions on Twitter
- Garnered 2,083 impressions on LinkedIn
- Got 151 views on YouTube

Dozens of GPA employees sent the greeting via email to their own contacts.

Anecdotal feedback included that it was an appropriate greeting for a large and varied audience, mentioning many facets of GPA's business.