



## 2015 COMMUNICATIONS AWARDS PROGRAM

#4

### 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 <u>  X  </u>        |
| 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 _____                       | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____                      |

Please check the appropriate box:

- CATEGORY 1     
  CATEGORY 2     
  CATEGORY 3

Entry Title           ‘Better Together’ Campaign            
 Name of Port           Port of Long Beach            
 Port Address           4801 Airport Plaza Drive            
 Contact Name/Title           Michael Gold            
 Telephone           562 283 7711           Email Address           michael.gold@polb.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.



**Summary:**

**Title: 'Better Together' Campaign**

**Classification: Overall Campaign**

The Better Together Campaign, which employs the phrase “Better Together” after two short descriptive lines of copy, recognizes the importance the Port of Long Beach places on teamwork and partnerships with its various trade and community constituencies. The Better Together phrase has been implemented in a trade campaign and in general, sponsorship and education-based community campaigns. It has been placed in traditional and digital media, social media, sales materials and promotional items. And the now-familiar phrase is frequently referenced in speeches and presentations.



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## Port of Long Beach Overall Campaign 'Better Together' Campaign

### Communications Challenges and Opportunities

The Port of Long Beach is the premier U.S. gateway for trans-Pacific Ocean trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States, the Port serves 140 shipping lines with connections to 217 seaports around the world. With annual trade valued at \$180 billion, the Port is a major economic engine for Long Beach and the surrounding Southern California region. The Port supports one in every eight jobs in Long Beach. That expands to 30,000 jobs in the region and nearly 1.4 million jobs nationwide, with Long Beach trade goods reaching every U.S. congressional district.

The port industry is evolving rapidly with major infrastructure and operational improvements to accommodate bigger and bigger ships entering the trans-Pacific fleet. These big ships have brought about colossal changes in the end-to-end movement of cargo that have impacted the Port, its customers and the community. In fact, systemwide change is necessary to optimize cargo movement, and that means coordinating with partners throughout the supply chain to connect overseas vessel stowage offices, shipping lines, marine terminals, freight intermediaries, truckers and railroads in a single loop.

Also, during 2014, the City of Long Beach voted in a new mayor and City Council members; several new commissioners were appointed at the Port, and a new chief executive officer was brought aboard at



the Port after a year-long search.

The Port is a self-supporting part of the City of Long Beach and operates under the banner of the Harbor Department to serve the citizens of Long Beach, as well as its many Port

customers and stakeholders.

For more than a century, the Port of Long Beach has led the steady economic growth and stability of the area. Now, with so much change happening so fast, it's a good time to reinforce the message that key to the Port's successful past and future growth are its partnerships with its customers and the community..

The challenge for the Communications and Community Relations Division was to develop an effective and creative campaign that would relay this inclusive messaging to all its constituents: customers, Port stakeholders and members of the Long Beach community.

### Complementing the Overall Mission

As a major economic engine for the region, the Port of Long Beach is committed to increasing trade volume and jobs, while minimizing the impact Port operations have on the environment and adapting to the advent of bigger and bigger ships.

In the Port's 2006-2016 Strategic Plan, one major goal is to "Engage the community, the international trade industry, elected officials and government agencies to build positive



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### Cleaner Marine Fuels. The Port of Long Beach. *Better Together.*

The Port of Long Beach is proud to sponsor the Future of Marine Fuels: ECA and LNG Conference. As the Green Port, Long Beach has championed the use of alternative energy. When it comes to pollution reduction, we don't stop at regulatory compliance. We invest in technology advancement projects that aspire to become the industry standard. That's better for everyone.

relationships that foster mutual understanding." To achieve that goal, the Port's Communications and Community Relations Division develops and implements comprehensive business and community outreach campaigns that explain the many benefits the Port provides for customers and the community.

The Port's multipronged marketing approach includes advertising and distribution of news materials in both traditional and digital media, articles authored for major publications, newsletters, an effective and interactive website, active involvement in social media, effective directories and guides and other collateral materials, versatile display materials, participation in community and industry organizations and associations in leadership roles, speaking engagements, sponsorship and participation in business and community gatherings, and more. The team also participates in activities related to environmental stewardship and other issues concerning the industry as a whole.

The Better Together Campaign ties it all together.

### Planning and Programming Components

The target audiences for the Better Together Campaign were:

- Current and potential Port of Long Beach customers and stakeholders
- Members of the Long Beach community served by the Port

- The goal of the Better Together Campaign was to generate new business and positive community awareness in an atmosphere of partnership and team building.

The objectives of the campaign were to:

- Promote awareness and understanding of the Port's operation, its significance and its benefits as an economic engine and environmental steward that supports worldwide commerce and jobs and enhances the quality of life locally, regionally, nationally and around the globe.
- Outline the Port's advantages over its competitors.
- Represent the Port as a team player and collaborator.
- State the primary advantages for customers at the Port of Long Beach and citizens living, working and going to school in Long Beach.
- Share the many improvements underway to address the impact of big ships and improve cargo velocity.
- Indicate that the Port of Long Beach is taking a leadership role in the industry's evolution.
- Provide an avenue for communication.
- Announce incentives.
- Receive maximum exposure with customers and potential customers through targeted placement.
- Get readers' attention with engaging copy and eye-stopping visuals.
- Design the artwork to coordinate with other elements of the Better Together Campaign for overall continuity.

### Actions Taken and Communication Outputs Used

During a time of dramatic change in the industry and Port and City leadership, the challenge for the Communications and Community Relations team was to create a campaign that met the needs for marketing to both trade and community audiences.



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The campaign was the subject of a Communications Division planning retreat in late 2013. In describing the mission for a campaign that would unify the Port and its stakeholders in the industry and the community, one person after another used the words, Better Together. It was simple, but those two words said it all.



The Campaign was created and placed by the Port of Long Beach Communications and Community Relations team to run May 2014 through April 2015. All creative for the campaign was created in-house at no additional cost beyond the investment of approximately 1000 combined staff hours.

The creative was unified by use of the Port's existing logo, art and typefaces, and the campaign was made distinctive and identifiable by the creative format: three brief lines of type followed by a brief copy block if space allowed, along with the Port logo, slogan and website.

Creative for the trade ads features bright and colorful images from the Port's extensive photo archive depicting giant ships entering the harbor and unloading at dock, giant cranes and other dock facilities, and blue California skies. The community education ads are consistent with type and waves against a dark blue background, and the community sponsorship ads utilize Port logo elements in a variety of single colors.

The Better Together theme was used in:

### Trade campaign

Better Together was used in signs and displays, as well as a series of print and digital ads that were rotated in trade media at a cost of \$450,000; they garnered 6 million total reader/viewer impressions

### Sample copy:

*Port News. Your Inbox. Better Together.*  
*Big Ship Ready. Staying Ahead. Better Together.*

*The Next Generation Trans-Pacific Fleet. The Port of Long Beach. Better Together.*

*Your Intermodal Cargo. Our Unparalleled Productivity. Better Together.*

### General community outreach campaign

The campaign was used in print and digital ads and

on outdoor displays, pedi-cabs and city host vehicles, the website, coffee sleeves, canvas totes, and signs and banners; they garnered 4 million impressions in local media at a cost of \$400,000.

### Sample copy:

*A Visionary Mayor. A Bright Future. Better Together.*

*Our Community. Port of Long Beach. Better Together.*

*Su Salud. Mejorando la Calidad del Aire. Mejor Juntos.*

*Our bag. Your stuff. Better Together. (on canvas totes)*

*Your Coffee. Port of Long Beach. Better Together. (on coffee cup sleeves)*

### Education outreach campaign

The campaign was used in outdoor displays, on public transit, in social media, on the Port website, in videos, and on signs, booths and banners. In addition, a series of ads were placed in local media at a cost of \$120,000. There were 5.82 million total impressions in local media.

### Sample copy:

*Our Interns. Your Future Leaders. Better Together.*

*Your Future Leaders. Port Education Programs. Better Together.*

*Tomorrow's Leaders. Port Scholarships. Better Together.*





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## Sponsorship ads

Ads in programs and on signs, banners, and booths were included in overall sponsorship fees for about two dozen sponsorships during a six-month period in the second half of 2014, at a total cost of \$250,000.

### Sample copy:

*A 26-Mile Run. A Scenic Shoreline. Better Together.*

*CSULB's Alumni Association. Port of Long Beach. Better Together.*

*Rancho Los Cerritos Historic Site. Port of Long Beach. Better Together - for more than a Century.*

*Gay Pride Festival. Port of Long Beach. Better Together.*

*Leadership Long Beach. Port of Long Beach. Better Together.*

*Port of Long Beach. Those Who Serve and Protect. Better Together.*

## Better Together Trade Directory

30,000 copies of this sales tool for the Business Development Team, a 9-inch-by-11.5-inch booklet with an inside back cover pocket, were printed at \$1 per copy. The cover copy said: Your Success. Our Port. Better Together.

## Communications Outcomes and Evaluation Methods

The Port's trade and community markets had plenty of exposure to the Better Together Campaign from May 2014 through April 2015, with the potential for several views by each reader/viewer.

The cost of developing and creating the campaign was negligible, because it was created completely in-house by the Port's Communications and Community Relations Division creative team and relied on existing design elements and photography from the Port's massive photo/video archive.



The consistent use of the Better Together phrase made the ads instantly recognizable as representing the Port of Long Beach.

The Better Together phrase caught on, and the campaign was referenced by:

- The Long Beach Board of Harbor Commissioners, in July 2014, when discussing a new era of cooperation and partnership among City, Port, customers, the community and other stakeholders.
- Mayor Robert Garcia, in January 2015, in his first State of the City Address, in front of a full auditorium and web audience. The speech was also archived on the City of Long Beach website.
- In April 2015, Mayor Garcia used Better Together as the title for a lobbying campaign in Washington D.C. seeking transportation funding for the city's seaport, airport and public transit authority. (View news article at: [http://www.gazettes.com/news/city-leaders-stand-up-transportation/article\\_ae8473b4-e321-11e4-ad46-e3564afb8b80.html](http://www.gazettes.com/news/city-leaders-stand-up-transportation/article_ae8473b4-e321-11e4-ad46-e3564afb8b80.html))

To measure overall community awareness for Port outreach, a reliable evaluation tool is a research study titled Public Communications & Perceptions, conducted for the Port by Encinitas-based True North Research, released in April 2015 and updating data collected annually since 2007 (with a break in 2010).

The phone survey is conducted with 1,000 registered voters in Long Beach with a thoroughly representative range of demographic profiles. It shows that:

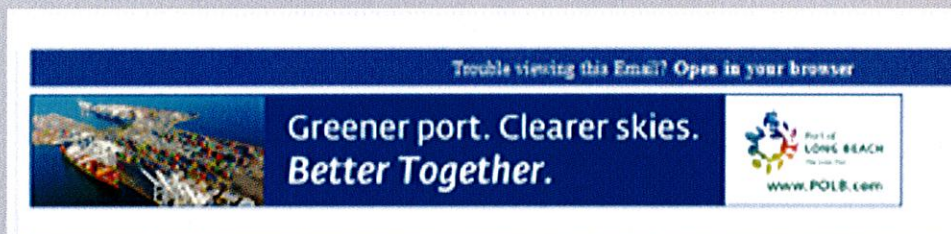
- Our campaign outreach is good within the community. About 50 percent of the participants knew enough about the Port to have an opinion, and the majority of those opinions were quite favorable (5.25 favorable to 1 unfavorable). Positive comments were



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mostly about the Port's positive contributions to Long Beach, and negative comments were concerned about jobs, labor issues and pollution.

- Important issues are addressed. When asked to rate community issues of importance to them, 87.7 percent listed protecting and improving the economy first as extremely important or very important. The second most important issue was improving education, with 87.3 percent indicating it was either extremely important or very important to them. Third was creating good-paying local jobs, at 86.2 percent.
- Media placement, including more digital ads and social media, is on track. The new report indicates that the trend away from newspapers continues, with just one in four voters (24 percent) citing newspapers as their primary source of information about news and events in Long Beach. The Internet was cited by nearly half (46 percent) as their primary information source. The trend to mobile access of the Internet also continues, with nearly half of voters indicating that they most often use a smart phone (36 percent) or tablet (10 percent) to get information online.