

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

Please check the appropriate box:

<input checked="" type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2	<input type="checkbox"/> CATEGORY 3
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Entry Title Fashion Photography Spread in Palm Beach Illustrated Magazine

Name of Port Port of Palm Beach

Port Address One East 11th Street, Suite 600 Riviera Beach FL 33404

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On separate paper, **FIRST** write a short, descriptive summary of you each of the following five questions and number your answers. You

OFFICIAL ENTRY LABEL
AAPA 2015 Communications Awards

Port Port of Palm Beach
Contact Person Tara Monks
Entry Classification Promotional/Advocacy

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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, mea-surable 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.*

The Port of Palm Beach served as the backdrop for a high-fashion photo shoot for the September 2014 edition of Palm Beach Illustrated, an edition titled **The PBI Awards *The Best of the Best***. The shoot resulted in a 12-page spread titled *Port of Call - Hot off the fall Runways: Fierce, edgy looks for all kinds*

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of weather. Because of the spread, the Port was then included in the Letter from the Editor on page 16 of the magazine with: “While we’re highlighting the best of the best, we also thought it would be fun to cover the fall trends in our fashion feature, “Port of Call.” Fashion Editor Katherine Lande presents looks that are most relevant to the Palm Beach wardrobe... against a hyperedgy backdrop: The Port of Palm Beach.” The Port was then used as a segue in the letter to introduce the yachting lifestyle and themed fashion accessories, thus merging Palm Beach lifestyle with Port of Palm Beach industry.

1. Background/Challenge:

At only 162 acres, the Port of Palm Beach relies on its abilities to adapt to market shifts; diversify its cargos, tenants and abilities; and communicate its benefits to the surrounding communities. While the Port and its tenants comprise one of the larger job-creation engines in Palm Beach County, the facility battles community unawareness and occasional opposition regarding navigational and safety improvement projects. In order to increase awareness and presence within the Palm Beach County community, the Port of Palm Beach continuously seeks out unique opportunities for exposure.

Opportunity:

Palm Beach Illustrated magazine caters to one of the world’s most affluent audiences through its coverage of high-profile personalities, high fashion, fine dining, the Palm Beach social scene, arts, culture and international travel. Advertisers within the magazine include the region’s most prestigious jewelers, home outfitters and vacation destinations. Print publication-wise, there is no better market entrance to the public that often voices opposition to the Port’s activities than this magazine. Thus, we offered to serve as a backdrop to the September 2014 edition of Palm Beach Illustrated.

The Port petitioned the magazine for the September issue, as it was titled the “PBI Awards, the best of the best 2014.” After discussing the opportunities for intriguing and unique photography, Palm Beach Illustrated agreed to use the Port as a backdrop for its fashion spread. “Port of Call” was a 12-page spread that captured the size and scope of the Port facilities behind models dressed in Marchesa, Valentino, Tory Burch and Salvatore Ferragamo.

2. MISSION STATEMENT

It is the Port’s Mission to:

- a. Effectively generate and sustain economic development in the region through cargo and passenger operations
- b. Manage the District’s assets to maximize the economic benefits to the citizens and taxpayers of the Port of Palm Beach District, Palm Beach County and the State of Florida
- c. Be committed to the highest levels of services including fiscal and environmental responsibility

It is the Port’s Communications Mission to:

- Effectively communicate and support Port of Palm Beach Mission and Goals
- Effectively communicate Port’s capacities to surrounding and incoming businesses and organizations
- Increase community awareness of the resources and initiatives available to generate economic impact for the City of Riviera Beach and Palm Beach County

- Promote and support Port businesses, the surrounding communities and industry partners
- Integrate tenant messaging into Port messaging to create a cohesive and united Port voice

The Port of Palm Beach viewed the Palm Beach Illustrated opportunity as a way to increase community awareness. Tying the Port's assets into a shoot that introduced the best of the year's fashion allowed the Port to be seen in a way that was more approachable to others. This spread also resulted in the mention of the Port in the Editor's Letter, using it as a lead in for discussion on fashion, events and yacht ownership, adding validity to our placement among Palm Beach County's assets.

3. The goals of the project were to feature Port of Palm Beach in a high end publication that is distributed to the homes of our organization's stakeholders, as well as the surrounding community so that we may:
 - a. Increase awareness
 - b. Build brand identity
 - c. Associate our brand with integral parts of the Palm Beach and Palm Beach County community

In order to facilitate the editorial team of models, photographers, crew members and production managers, the port worked with tenants to clear access to sites, including cargo loading areas, machinery docks and ships. The Port scouted locations that would show the types of industry while maintaining a an interesting backdrop for the models – something that is not typical of an import/export location.

The intended audience, in order of importance, included:

- Stakeholders – Palm Beach Civic Association, Save the Inlet Coalition (majority Palm Beach Island residents)
- Neighboring community – West Palm Beach, Singer Island, Jupiter
- Surrounding areas – Palm Beach County as a whole

All audience targets are within the publication's readership and distribution territory.

4. The Port of Palm Beach saw the Palm Beach Illustrated opportunity as a creative way to increase its visibility, particularly on Palm Beach Island. While the magazine's readers may never visit the port, their opinions most certainly affect the stances local organizations take on the port's operations. The 12-page fashion spread gave substance to a product often overlooked by the Palm Beach market, as other monthly locations have included top polo clubs, resorts, theaters and downtowns. Adding the Port to this list of locals conveys the message that it is an important commodity to Palm Beach and beyond.

Port staff worked with photographers and editorial designers to source out shoot locations: between cargo containers, on Tropical Shipping vessels and even near an industrial metal yard. The Port's goal was to show a diverse arrangement of tools used to facilitate the workings of

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our port. The Port worked with tenants and security staff to accommodate an early morning photo shoot, accompanying a group throughout the site and ensuring their safety.

5. The Port followed up on viewership regarding the article. 59.5% of the readers were female, with an average age of 58 and average home value of \$1.6 million and total real estate ownership values of \$4 million. Readers spend an average of 41 minutes going through each magazine, meaning the 12-page Port of Palm Beach spread was viewed as a high-fashion backdrop for approximately 4 minutes (if not more) per 195,000 print readers. Further, the site and its articles receive 25,600 unique visitors per month. This lasting impression upon the region's most high profile decision makers is invaluable.