

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 <u> X </u> |
| 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: **Port of New Orleans – French Quarter Fest**

Name of Port: **Port of New Orleans**

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

Contact Name/Title: **Paul Matthews, Community Outreach Manager**

Telephone: **504-528-3252** Email address: **matthewsp@portno.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.

- 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.

2015 COMMUNICATIONS AWARDS PROGRAM

French Quarter Fest

In partnership with French Quarter Fest Inc., the Port of New Orleans raised awareness about the Port of New Orleans, Port's Cruise and operations on the Mississippi River. The Port of New Orleans set a up a tent in a high pedestrian trafficked area of the festival along the Riverfront. The Port sought to increase its presence on social media by providing promotional giveaways if fest goers like the Port of New Orleans Facebook page or followed the Port of New Orleans Twitter page. The Port also provided general port information and coordinated a tugboat parade during the festival.

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

The French Quarter Festival is a free four-day outdoor music festival which includes multiple stages and food vendor throughout the French Quarter and the New Orleans Riverfront. Over 700,000 people from around the world attend the festival each year. The three of the four largest stages are on the New Orleans Riverfront in between port operations and/or on property that is leased to commercial tenants.

Patrons who walk up and down the riverfront enjoying the festival also observed seaport operations including movements of vessels, barges, tugs and cruise ships each day. We saw it as an opportunity to connect with the broad community that with high visibility for the Port at low impact to Port resources.

However, fest goers first priority is to enjoy the music food and culture of the festival and not to hear about a port. So it was a challenge to find the way to have a Port presence at the festival while effectively using financial and human resources.

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

The goal of the Port of New Orleans community outreach program is to educate the Greater New Orleans community about the size and scope of the Port operations and the economic impact of waterborne commerce on the Mississippi River.

According to French Quarter Festival Inc., the company that produces the festival, half of all fest goer live in Greater New Orleans Region, the rest are tourist. With the expectation of 1 million patrons in 2015, we had an opportunity to market the Port to over a half a million people in a span of just four days.

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

Based on the length of the Festival, associated competition to garner attention from patrons, we recognized our strategy had be able to reach a broad audience, efficiently communicate our purpose to patrons, heighten brand awareness and complement festival activities.

Objectives:

- *Increase social media presence. Specifically, see a ten percent increase of overall Facebook followers over a four day period.*
- *To complement or enhance activities of fest goers, we provided neck koozies. These particular koozies allowed individuals to keep beverages cold and eliminated holding the beverage. To receive the koozie, individuals had to either like the Port's Facebook page or follow the Port on Twitter. The amount of koozies given away along with social media likes and follows, would serve as another measure of foot traffic to booth.*
- *Primary audience was locals who are accustomed to using social media. Secondary audience was individuals who may be interested in cruising out of the Port of New Orleans.*
- *Identify your primary and secondary audiences in order of importance.*

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

2015 COMMUNICATIONS AWARDS PROGRAM

- *Secure space to put up a ten by ten feet ten with visible Port logos along the awning.*
- *Display signs marketing the Port's cruise operations including the names of home ported cruise vessel and vessel itinerary.*
- *Provide brochures of general port operations and along with cruise and tourism brochures.*
- *Provide over 6,000 neck koozies to fest goers. Koozies included printed Port logo on one side and social media handles and website address on the other. To receive the koozies, individuals had to the Port Facebook page or follow the Port's Twitter page. Exceptions were made for many fest goers as not warrant negative publicity and the koozies served walking advertisement for the Port from those who used the koozies during the fest.*
- *Partnered with Crescent Towing, Moran Towing and Bisso Towing to conduct a tug boat parade during peak hours of the festival to draw more people to the riverfront. The parade was promoted by the French Quarter Festival as a new attraction and placed on the festival map and a special event.*
- *The Port booth was strategically placed near a major entrance of the festivities on the riverfront.*
- *The booth was also placed next to the popular Riverwalk Outlet Collection mall booth which was giving free giveaways some of the major outlets.*
- *The booth was by port employees and volunteers from maritime associations and University partners.*

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

The main measurements of success were the promotional giveaways and social media impact.

The Port gave away over one thousand neck koozies in four days.

After the four day event, Port Facebook page likes - as in Facebook followers-increased by 31% from 1604 likes to 2,119. The amount of followers received at French Quarter Fest equals to 24% of the total Port of New Orleans followers on Facebook