

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 <u>XX</u> _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

Please check the appropriate box:

CATEGORY 1

CATEGORY 2

CATEGORY 3

Entry Title: See More. Do More.

Name of Port: Georgia Ports Authority

Port Address: PO Box 2406, Savannah GA 31402

Contact Name/Title: Emily Goldman

Telephone: 912-964-3885

Email Address: egoldman@gaports.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.

GEORGIA PORTS AUTHORITY

See More. Do More. Series AAPA 2015 Entry Classification: Video

SUMMARY:

Georgia Ports Authority is continually investing in the physical infrastructure and working relationships necessary to provide world-class service to today's Post Panamax vessels.

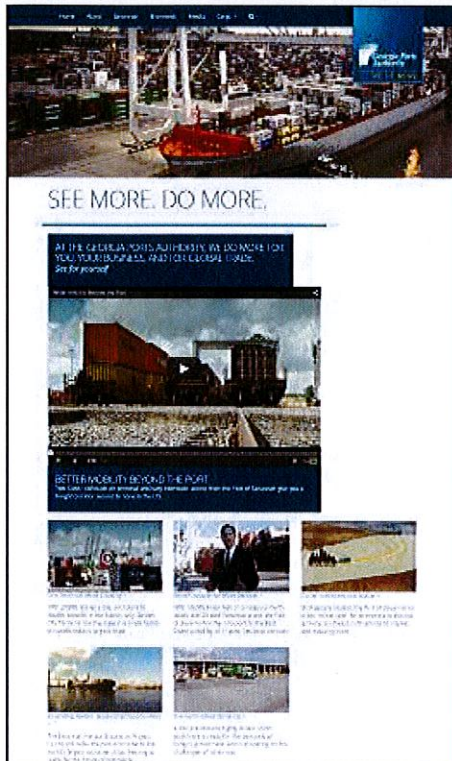
The GPA shared five short, relevant messages via video series with potential clients worldwide, focused on major commercial advantages:

- 1) **More Capacity, More Services:** number of contiguous berths and post Panamax cranes
- 2) **Closer to Markets that Matter:** saving time and money to reach major markets

- 3) **Better Mobility Beyond the Port:** inter-state access and on-terminal rail
- 4) **Expanding Harbor, Expanding Opportunities:** final federal approval of the Savannah Harbor Expansion Project
- 5) **One Terminal, More Capacity:** container yard capacity
- 6) **Trained to Meet Demands:** strong labor relations

These videos take viewers on a virtual tour of the infrastructure assets and partnerships from which port users will benefit.

SERIES



Series Landing Page: <http://goo.gl/OJDTFU>

More Capacity, More Service
<http://goo.gl/z0zzxQ> Runtime: 0:57

Closer to Markets that Matter
<http://goo.gl/y0D7zl> Runtime: 0:54

Better Mobility Beyond the Port
<http://goo.gl/q0Nron> Runtime: 1:27

Expanding Harbor, Expanding Opportunities
<http://goo.gl/ZrpvqK> Runtime: 0:57

One Terminal, More Capacity
<http://goo.gl/XpzsZb> Runtime: 1:12

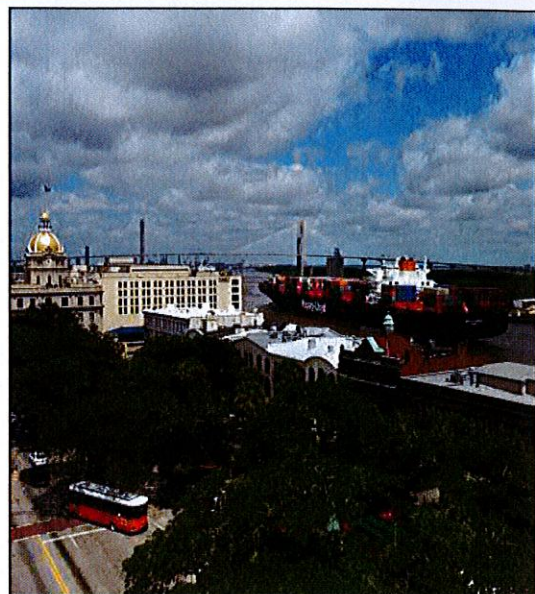
Trained to Meet Demands
<http://goo.gl/x7Ukc3> Runtime: 2:13

OPPORTUNITIES

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

Fostering international trade and industry for state and local communities, the Georgia Ports Authority 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, autos and heavy machinery. The Port of Brunswick also handles automobiles, along with agricultural and forest products. GPA's deepwater ports support more than 352,000 jobs in Georgia and contribute \$18.5 billion in income, \$66.9 billion in revenue and \$2.5 billion in state and local taxes.

Tours of the Savannah Port win business, but there are many potential global customers who cannot physically visit the port. Videos provide a virtual tour of infrastructure assets and introduce partners such as the ILA in order to win more business for GPA and encourage economic development throughout the Southeast.



The Port of Savannah hosts 38 weekly vessel calls.

MISSION

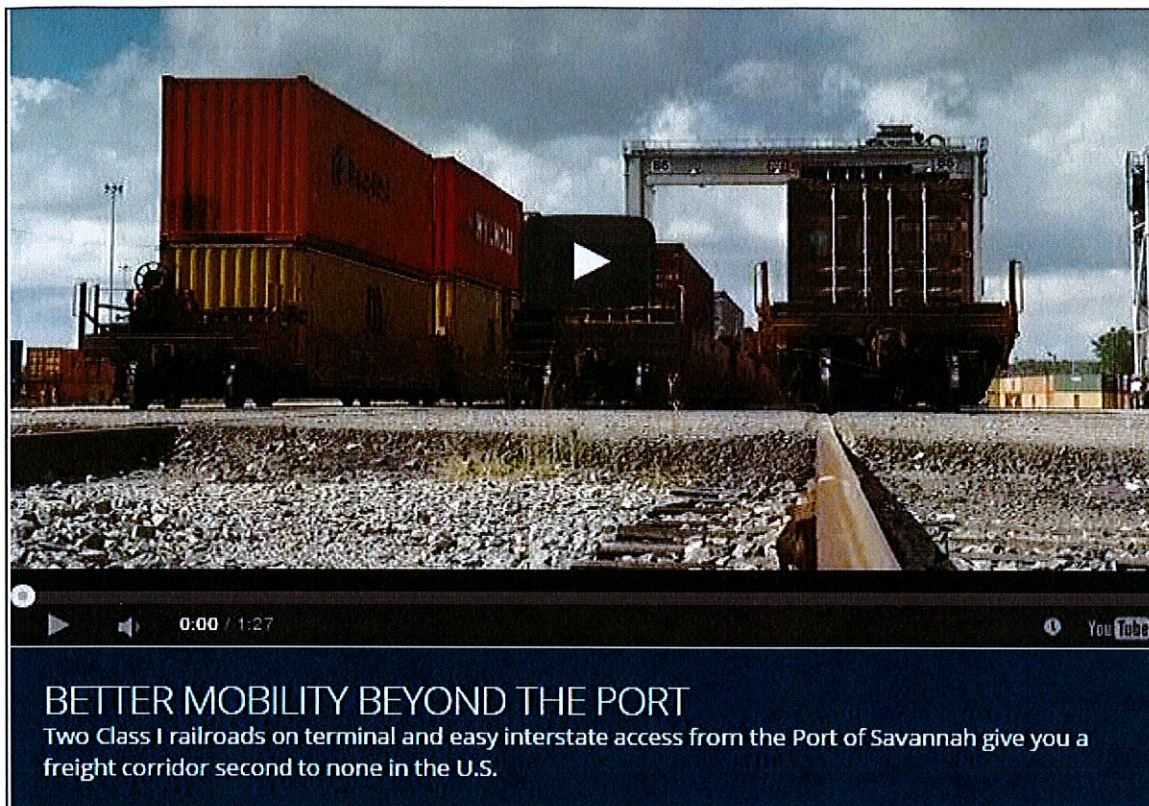


More Capacity for More Services is one video in the series of short videos that showcase GPA's commercial advantages.

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

The videos were created as a tool to bring GPA's message directly to current and potential customers. Other tools GPA uses, such as collateral material, reach customers through GPA's sales team. These videos complement those tools by showing up directly in a prospect's inbox as either a first touch or follow-up. They were distributed through channels GPA already uses, such as direct email, as well as in a new way, through proprietary email lists from the Journal of Commerce. The videos are a complement to the varied forms of communications GPA already uses.

The videos have proven useful to attract more business to the port, and in turn, economic development to the state of Georgia. Sharing the commercial advantages in a video format helps potential customers visualize greater business success via GPA.



Better Mobility Beyond the Port is a short video that is part of the **See More.Do More.** series that highlights the Georgia Ports Authority's commercial advantages.

PLANNING

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

Goal: To reach customers in a new and interesting way.

Objectives:

- Engage commercial audiences by sharing relevant information in a visual way
- Convince primary audiences that Savannah is the port-of-choice for cargo destined for the Southeast
- Address and clarify market misconceptions perpetuated by competing ports
- Retake the leadership position in the mind of all audiences using fact-based information directly from port users.

Target Audience:

- Beneficial cargo owners, carriers, 3PLs, logistics providers
- These audiences share common needs which align to our existing ad platform: access to market, speed, convenience.
- Most of the qualified audience will have an

Key Message: The Port of Savannah offers more flexibility and opportunity than any other Southeast Port in addition to having more capacity, infrastructure and access to customers.

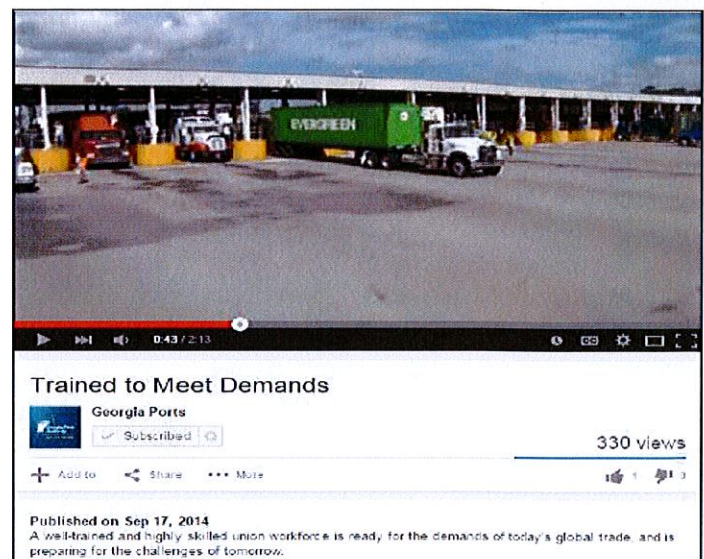
awareness of the Ports of Savannah and Brunswick, but may not understand key benefits.

- Larger shippers are moving cargo through the Southeast already, but can move more through Savannah. Other shippers may not have the Southeast in mind, and are not aware of how it can benefit their business.

ACTIONS

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

- An internal focus group including members of the communications and trade development teams established a list of six strategic commercial advantages based on input from previous client interaction.
- Once the topic list was established, GPA worked with an outside video production firm that taped fresh interviews, but used an existing b-roll library in order to keep costs down.
- GPA Executive Director Curtis Foltz, a trusted voice in the logistics industry, narrated all but the labor story. The tone is personable and forthright to appeal to business leaders.
- Each story was shared with high-value prospects via targeted email lists and through industry media partners.
- GPA curated a list of 25,075 current and potential customers through input from our Trade Development agents.
- GPA also partnered with the Journal of Commerce to directly distribute the video via email to lists of recipients determined through likely interest. The JOC shared the six videos with six specialized lists averaging about 32,000 each, over a 12-week period. The campaign open rate was 17%.
- After the initial emails, the videos were posted to the GPA website and Youtube channel, and shared via social media.
- The complete timeline from conception to approval from all participants was three months.
- A GPA staff of three managed the project and provided creative direction. An outside production company handled the video production.
- The total budget for all six videos was \$10,000.



RESULTS



Closer to Markets that Matter



Published on Jun 25, 2014
www.gaports.com - Strategically located, the Port of Savannah is in the "sweet spot" for commerce in the fast-growing Southeast, cutting time to market and reducing costs.

Closer to Markets That Matter is a short video that is part of the See More.Do More. series that highlights the Georgia Ports Authority's commercial advantages.

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

- This was the first time GPA was able to focus messages on specific segments of audience and the results definitely exceeded expectations.
- The videos were distributed bi-weekly for 12 weeks through a Journal of Commerce eblast using their proprietary email lists, separated by business type. Each email was sent to about 32,000 addresses.
- Tracking through Constant Contact, Google Analytics and JOC reporting allowed GPA to monitor click-throughs and viewership.
- Each video was also distributed through GPA's email contact list of 25,075 and 25% of them were opened.
- Replies to the emails netted positive comments about how people learned about GPA, and thought the videos were a great way to

communicate what was going on with the port.

- From July, the month after the videos' debut, through the end of December, 2014, the Port of Savannah saw 13.6% growth in TEUs. Roughly half that growth is attributed to cargo diversion; the rest was won through increased market share – thanks in part to GPA communications efforts.
- Each email contained a screen capture of the video linked to the video on GaPorts.com. Recipients were able to forward the emails to other people which resulted in hundreds of new subscribers to GPA's email list.

Overall Results:

Journal of Commerce Eblasts

Total sent: 186, 593
Total opens: 32,143
Percent opened: 17%

GPA Eblasts

Total sent: 25,075
Total opens: 6,244
Percent opened: 25%

Individual Results

More Capacity, More Service

Sent: 30,021 Open: 5,390 (18%)

Closer to Markets that Matter

Sent: 29,866 Open: 5,454 (18%)

Better Mobility Beyond the Port

Sent: 32,237 Open: 5,284 (16%)

Expanding Harbor, Opportunities

Sent: 31,932 Open: 6,449 (20%)

One Terminal, More Capacity

Sent 31,328 Open: 4,760 (16%)

Trained to Meet Demands

Sent: 31,200 Open: 4,806 (16%)