

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:

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| 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 _____ 1 |
| 7. Miscellaneous _____ | 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 _____

Name of Port _____ Mexico DOT/CGPMM

Port Address _____ Blvd Adolfo López Mateos 1990, PH. Col Tlacopac, México DF

Contact Name/Title Herman L Deutsch / Director General

Telephone 52653116 Email Address herman.deutsch@sct.gob.mx

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.

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.*

During its 2015 Spring Conference on April 20-21, the American Association of Port Authorities bestowed its Port Person of the Year award on Undersecretary for Ports and Merchant Marine (CGPMM) Guillermo Ruiz de Teresa, who is head of Mexico's Department of Transportation. The video being entered into this competition was shown as an opening to Mr. Ruiz de Teresa's greeting speech, with the purpose of giving a brief understanding of the plans and actions under the actual Federal Administration 2014-2018.

- *Analyze the major internal and external factors needing to be addressed.*

Throughout previous administrations in Mexico, port-focused investments had been weak, leaving Mexico's ports undercapitalized. This led to a situation in which operability and efficiency of Mexico's were being jeopardized by a lack of capacity to handle newer, larger ships and their massive cargo volumes.

In response, Mexico President Enrique Peña Nieto had the vision of "turning Mexico into a global benchmark for international trade by transforming it into a logistics platform for value-added activities; and for the distribution and industrialization of goods between regions." This is where ports play a very important role.

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.*

Following President Peña's vision, the overall mission of the Mexican DOT/Ports-Merchant Marine turned towards creating two articulated port systems: one along the Pacific coast, and one along the Gulf of Mexico. The purpose of this is to enhance the Mexican Port System, offer certainty to investors through a reliable legal framework, and offer the required connectivity through three interoceanic corridors for industries to be able to interact with goods transported to and from both oceans. This, in turn, would improve shipping access to Mexico's four major international commercial regions: Asia, Europe, South America and North America.

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

- *Describe your overall goals or desired results.*
 - o Our overall goals are to overcome the typical judgmental and stereotypical ideas and images of Mexico's transport infrastructure and offer an insight of the new vision behind Mexico's port system and logistics development by:
 - Enhancing the development of port infrastructure to reach an overall 500 million tons capacity following the vision of the President, through 25 primary projects proposed at the beginning of his administration;
 - Turning Mexico into an interoceanic connectivity role model through a joint promotion of port specialization where cargo can be handled more efficiently as part of the transportation and logistics chain.
- *Identify your primary and secondary audiences in order of importance.*
 - o The targeted audience for this video was initially the members of the American Association of Port Authorities (AAPA) and the news media who were covering AAPA's 2015 Spring Conference. We plan to create similar versions of the video for

domestic and international investors and the general public who have an interest in Mexico's transportation system development.

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

- The strategy for the video was to highlight President Peña's plans for improving access to Mexico's ports and showcase simple messages to diminish the stereotypical impressions of Mexico's infrastructure and reinforce the country's resource, as well as its industrial and port potential.

We believe that, through simple, straight-forward messages in the video, we were best able to attract the interest of the (mostly American) audience and provide just enough information to communicate basic facts about our plans for Mexico's ports that it incited their curiosity for the speech of Mr. Ruiz de Teresa.

- The messages in the video had a different font size to create a direct visual impact as well as a specific time to allow all audience understanding and to emphasize facts.
- With the music in the video, we tried to create an intrinsic relationship with the visual images.
- The creation of the project had a three-week deadline, with no chance for delays since the initial showing of the video took place the day after deadline!
 - o Week 1
 - The project began with a script three weeks before the debut of the video, by selecting full ideas on specific areas and relevant data to induce people's interest and have as much impact as possible.
 - o Week 2
 - Bullets were created out of this information and then given to a video producer company to include creative ideas. The company had never done a port-related video before and lacked a technical understanding of port and maritime terms. It was incumbent upon us to bring them "up-to-speed" on our industry in the shortest time possible.
 - o Week 3
 - A first draft was returned and all creative modification decisions were taken directly in-house, resulting in clearer ideas and images that would really reflect the purpose of the video.
 - Music was composed by a third party with the direct instruction of reinforcing primary data shown to create a major impact and avoid monotony between general and specific facts.

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

Because our primary audience were attendees of the AAPA 2015 Spring Conference, we didn't undertake formal or informal surveys prior to showing the video. However, after the video, we carefully considered AAPA members' feedback and suggestions, which confirmed our belief that the video had all the necessary elements to compete in AAPA's 2015 Communications Award Program for Videos. The highly favorable comments derived from the 2015 Spring Conference audience told us that this video helped us achieve our goals of providing a great introduction to Mr. Ruiz de Teresa's keynote speech. In the feedback we received following the video introduction and keynote speech, as well as the inclusion in news media accounts of information in the video, we firmly believe we attained our goals stated above.

How many people have viewed your video presentation since you produced it?

At this writing, the video in this entry has only been shown in one presentation to about 150 port industry leaders and prominent news media at the AAPA 2015 Spring Conference.

Have you asked any of these groups to fill out a simple evaluation form about what they learned?

Since the video was produced specifically for the AAPA 2015 Spring Conference, and we got immediate feedback from members of the audience and inclusion in prominent news media accounts of Mr. Ruiz de Teresa's speech, we did not feel it necessary to ask the same audience to fill out an evaluation form. However, AAPA has undertaken a SurveyMonkey survey of attendees and we are awaiting the results of that survey to better assess how the audience perceived our video.

Does your video have a measureable call-to-action, such as responding to online survey or calling into a toll-free number?

As mentioned above, we got great feedback from showing the video at the AAPA Spring Conference. Many audience members commented favorably about the content of the video and a lot of people told us they found it compelling.

Considering all the good comments, we will do a Spanish version of the video for the domestic audiences and we will implement audience measurements to determine how well domestic audiences understand and appreciate what we are doing to improve Mexico's system of ports and cargo transportation.