

2016 COMMUNICATIONS AWARD PROGRAM

6136

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. Advertisements – Single _____
- 2. Advertisements – Series _____
- 3. Annual Reports _____
- 4. Audio-Only Presentations _____
- 5. Awareness Messaging _____
- 6. Directories/Handbooks _____
- 7. Miscellaneous _____ 1 _____

- 8. Overall Campaign _____
- 9. Periodicals _____
- 10. Promotional/Advocacy Material _____
- 11. Social/Web-Based Media _____
- 12. Special Events _____
- 13. Videos _____
- 14. Visual-Only Presentations _____
- 15. Websites _____

Please check the appropriate box:



CATEGORY 1



CATEGORY 2



CATEGORY 3

Entry Title _____ Port of Albany – New Logo _____

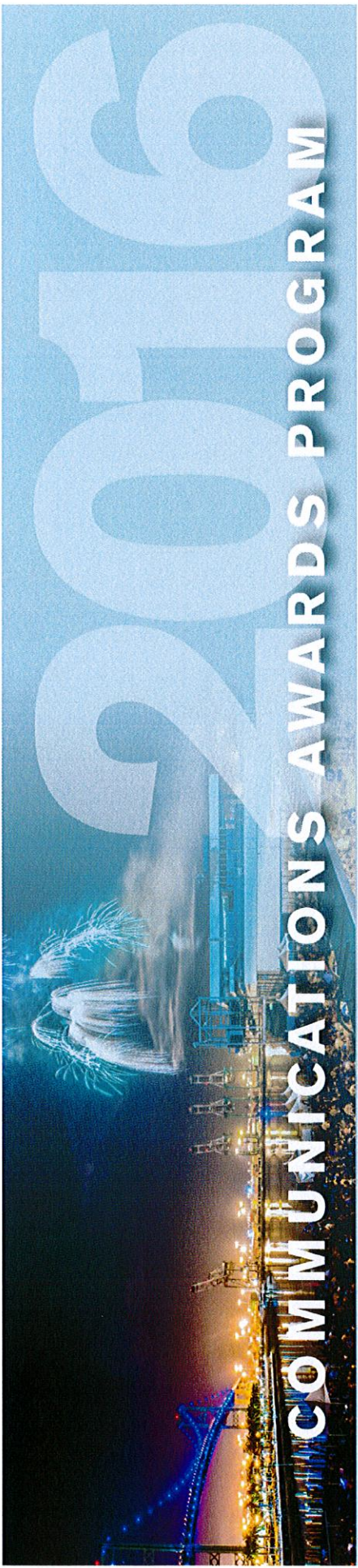
Name of Port _____ Port of Albany, NY _____

Port Address _____ 106 Smith Blvd., Albany, NY 12202 _____

Contact Name/Title _____ Richard Hendrick, Gen. Manager, or Megan Daly, Director of Economic Dev. _____

Telephone _____ 518-463-8763 _____ Email Address rhendrick@portofalbany.us or mdaly@portofalbany.us _____

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



Port of Albany

Port of Albany New Logo

Entry Classification
Miscellaneous - Logo





Port of Albany, NY submission for AAPA 2016 Communications Awards Program Miscellaneous category – New Logo

The Port of Albany is submitting its rebranded new port logo for the AAPA 2016 Communications Award Program. The Port of Albany's former logo is below and had been in place for approximately 10 years. The Port leadership felt it was important to rebrand the logo, with strong symboling, fresh perspective and representing commerce and integrity. The result has been received very positively and was even an ADDY award winner and we are very excited to submit it for the AAPA 2016 Communications Award!



Former Logo



New Logo

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

The Port of Albany's old logo had been in place for approximately 10 years. During our consultation with a professional graphic design team on our Annual Report work, they gently told us that while our 'brand' and 'business reputation' was increasing and that our marketing material was very strong, that the Logo was not well representing the Port. Their feedback was that it was inadequately representing the Port, and in fact did not look professional. Our goal was to have a logo that showed strength, that imparted the geography of the Port (Albany being the Capitol of New York State) and also showed progressive business, integrity and investments. Being that 2014 was a particularly exciting year for the Port of Albany to report on – the Port team wanted to present a brand that was symbolic of this. The Port of Albany had broken business records with increased ships, tonnage and longshore labor hours, and had many exciting investments in infrastructure occurring.

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

The Port of Albany's mission is focused on responsibly and effectively managing the publicly-owned maritime Port of Albany-Rensselaer, contributing to the economy of Capital Region and beyond while emphasizing transparency, public stewardship, Integrity, Professionalism and Customer Service. The new brand leading around a strong "A" reflects the Port's strong position amidst the City of Albany – the State's Capitol City, and even presents a leadership stance, it represents the maritime industry that is the Port but also is positioned as a center of commerce.

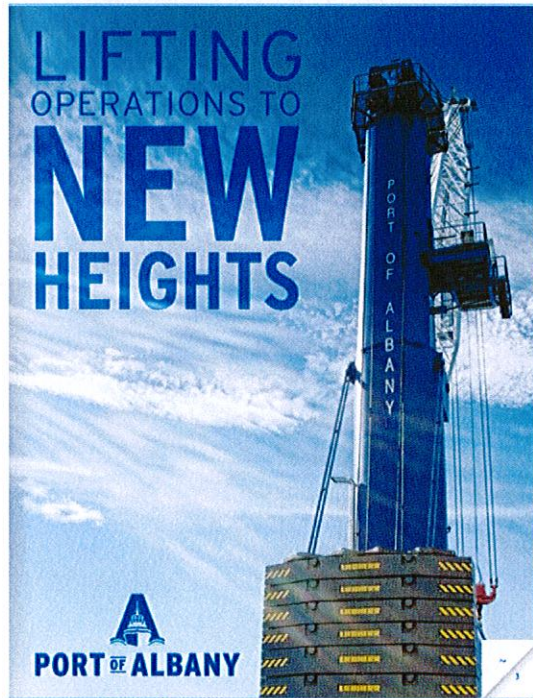
3. What were the communications planning and programming components used for this entry?

The Port engaged a professional team to take on the rebrand effort and new logo. The team was excellent at looking at our recent marketing materials, interviewing the management team, conducting surveys of our team, Port Board and Port partners and customers to determine the vision. The process was very positive and in fact enlightening to our team of identifying priorities beyond just the mission statement. A copy of the survey is attached as information.

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

The process to develop the logo was roughly 4 months. It included up to three large group meetings with the professional marketing and graphics team to survey, interview and understand Port business, priorities and direction for the future. After a survey process and collection of information, the team subsequently presented alternatives to the Port leadership team, including the Board of Commissioners. A preferred logo was selected and the team even had input on sizing, colors and font styles to truly represent the Port. The end result was extremely well received.

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



The logo was coordinated with the 2014 annual report development for the Port of Albany. For both efforts, the Port utilized a professional graph design team, Overit Media. The report and logo was unveiled at the Port's largest public event, Port Industry Day. Over the remaining year of using the annual report and implementing the new logo – on letterhead, uniforms, signage and even on equipment - we have received extremely positive feedback from all avenues – including from the City of Albany Economic Development team, from tenants of the Port, from regional economic development partners, and from consultants from around the Country.

The design team we worked with on this – Overit Media - submitted the Port of Albany's new logo in the ADDY award competition – and we were thrilled that it was selected as a SILVER winner! The link to more information on the ADDY awards can be found here.

http://www.albanyaddys.com/files/AlbanyAddys_Winners_2016.pdf

