

2016 COMMUNICATIONS AWARDS PROGRAM

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

Please check the appropriate box:

☐ CATEGORY 1 ☒ CATEGORY 2 ☐ CATEGORY 3

Entry Title By The Numbers
 Name of Port Maryland Port Administration (Port of Baltimore)
 Port Address 401 East Pratt Street, 20th Floor, Baltimore, MD 21202
 Contact Name/Title Richard Scher, Director of Communications
 Telephone 410.385.4483 Email Address rscher@marylandports.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 and measurable terms the situation leading up to creation of this entry.
 - Briefly analyze the major internal and external factors that need 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 used for this entry?**
 - Describe the entry's goals or desired results.
 - Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
 - Identify the entry's primary and secondary audiences in order of importance.
- What actions were taken and what communication outputs were employed 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 entry's 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.



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Advertisements ~ Single BY THE NUMBERS

Summary

The maritime audience consists of the largest subscribers who read maritime trade publications in production, which include the *Journal of Commerce* and the *American Journal of Transportation*. The Maryland Port Administration (MPA) recognizes where our current and potential customers receive their news and information, and target those media channels to obtain new business. As such, we place our advertisements in these maritime trade publications. The MPA ad is designed and geared toward these particular readers by including the Port of Baltimore infrastructure information the readers may not be aware of.

Communication Challenges and Opportunities

The MPA reports to the Governor of Maryland's office and the Maryland Department of Transportation. Aside from aligning with the Governor and the Secretary of Transportation's messaging, the MPA communicates on behalf of both public and private terminals located at the Port of Baltimore. However, the MPA only oversees and has direct control over the six public marine terminals. The MPA advertises and promotes as the "Port of Baltimore," representing both public and private terminals.

As previously mentioned, the MPA is governed by the State of Maryland. As such, we operate with limited funds as to what we can do in terms of building new infrastructures, advertng, etc. However, thanks to a public-private partnership between the Maryland Port Administration and Ports America Chesapeake, Highstar Capital, the Port of Baltimore was able to create a 50-foot deep berth and channel, along with securing four super post-Panamax cranes in preparation for the Panama Canal expansion in 2016. The Port of Baltimore positions itself as one of two East Coast ports capable of handling the largest container vessels in production today.



Due to the investment made by the Maryland Port Administration and Ports America, 40,400 jobs in Maryland are linked to Port activities, with 14,600 direct jobs. The Port is a major economic generator for the State of Maryland, with three billion in personal wages and salaries and three-hundred million in state and local tax revenue. In 2015, the Port set a record of 523,848, which was up eight percent from the previous year.

As the MPA, it is our obligation to the Port of

Baltimore, State of Maryland and stakeholders to advertise our port to large shipping lines about our capabilities of serving them. Since the widening and deepening of the berth, along with the four new super-post-Panamax



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cranes, a shipping line may not know Baltimore is capable of handling the largest container vessels constructed. In addition, Baltimore has two class one on-dock railroads that service the port. These amenities were essential to highlight in the advertisement to generate awareness of the Port of Baltimore's infrastructure capabilities as a rising Port.

Another challenge of creating the advertisement was developing port specific icons that are easily recognizable by the maritime audience. However this challenge was easily sought out as an opportunity by the MPA's in-house graphic designer. Through viewing photos of the Port of Baltimore, the graphic designer implemented easily recognizable icons. With all of the amenities the Port of Baltimore has to offer its customers, another challenge was keeping the message short and to the point.

In 2015, the *Journal of Commerce*, a leading trade publication, recognized the Port of Baltimore as the most efficient port in the country during the first six months of 2015. This opportunity deserved to be broken down into how Baltimore serves as an efficient port through an infographic advertisement.

Completing the Overall Mission

The Maryland Port Administration's mission is to stimulate the flow of waterborne commerce through the ports in the State of Maryland in a manner that provides economic benefit to the citizens of the state. The MPA strives to capitalize on port business opportunities, provide, manage and promote competitive, secure, state-of-the-art terminals capable of efficiency handling diverse cargoes, leverage mutually supporting public and private sectors and act as a good steward of Maryland's natural environment.

The Port of Baltimore wants to ensure shipping lines, cargo handlers and others impacted by the port's business and operations is aware of the port's progression. In continuing with that effort, the Port revamped the website, distributes a bimonthly magazine, and shares the most up-to-date information via social media.



The "By the Numbers" advertisement is in line with the MPA's mission as the ad is seeking the largest shipping containers to call our Port. The MPA, private companies and the State of Maryland has invested in our Port's infrastructure and hope to see a return on investment. Through disseminating this advertisement, the MPA hopes to attract new customers that will stimulate the waterborne commerce in Maryland.



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Planning & Programming Components

The primary audience for the advertisement includes shipping lines, cargo handlers and maritime executives.

The goals of the advertisement were to:

- Generate awareness to both current and potential port customers of the Port of Baltimore's capabilities, including the 50-foot deep berth, post-Panamax cranes, and overall efficiency of the Port's operations
- To inform customers the Port of Baltimore is open for business and ready to handle the largest container vessels in production today
- To promote the Port's website and Twitter, where those who are interested to learn more can speak with our sales staff

Actions Taken & Communication Outputs Used

As a state entity running on a limited budget, the advertisement was created and designed entirely in-house. As a state agency, we are only allocated a limited amount of advertising dollars each fiscal year, and those funds are always subject to budget cuts due to the state's budget constraints. Thus, we have a creative and design person dedicated to creating advertisements, along with a media buyer to secure the appropriate media placements. Input was used from other Maryland Port Administration department's, such as Planning, Marketing & Sales.

The "By The Numbers" ad was placed in Business Xpansion Journal (January/February Logistics issue), DVZ Germany Magazine (December issue), Journal of Commerce (Intermodal Market Report issue), American Journal of Transportation (Northeast Ports and Trade issue), and Freight Business Journal in order to effectively reach our targeted audience. The timing of the placement of the ad was chosen based on what major topics were going to be discussed in that particular medium. Thus, when a medium had a feature on post-Panamax ships, we felt it was necessary to have our ad in that issue for audience penetration. These media placements were also determined due to cost effectiveness.

Communication Outcomes & Evaluation Methods

The Maryland Port Administration's Trade, Marketing and Sales Department's travel the country and globe to meet with both current and potential customers. On these visits, the Port's representative highlight's the post-Panamax cranes and 50 foot deep berth. From what they have gathered, almost every time they meet with a company, the customer commends them on an exceptional, attractive looking, and informative ad. The Sales & Marketing Department has also received positive emails and phone calls mentioning the ad.

Based on when the ads were placed in the specified media publications, our website visitation spiked per our Google Analytics.



By The Numbers

30

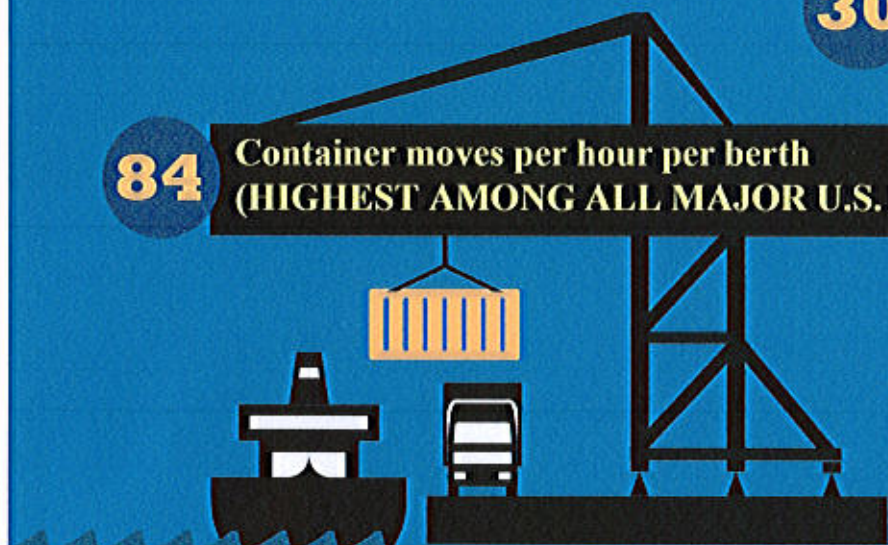
Minutes on
single truck moves

84

Container moves per hour per berth
(HIGHEST AMONG ALL MAJOR U.S. PORTS)

50

Minutes on
double truck moves



11

Cranes, including

4

Super Post-Panamax cranes

50

Foot deep
berth and
channel

All that, plus the technology,
infrastructure and outstanding
labor at a port that is located
within one of the largest
consumer markets in the U.S.

2

Class 1
on-dock
railroads



marylandports.com 1.800.638.7519 [twitter@portofbalt](https://twitter.com/portofbalt)

Governor Larry Hogan MDOT Secretary Pete K. Rahn MPA Executive Director James J. White