

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6189

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 | _____ | 8. Overall Campaign | _____ ✓ |
| 2. Advertisements – Series | _____ | 9. Periodicals | _____ |
| 3. Annual Reports | _____ | 10. Promotional/Advocacy Material | _____ |
| 4. Audio-Only Presentations | _____ | 11. Social/Web-Based Media | _____ |
| 5. Awareness Messaging | _____ | 12. Special Events | _____ |
| 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 Branding 2.0 Campaign
Name of Port Port Canaveral
Port Address 445 Challenger Road, Suite 301, Cape Canaveral, FL 32920
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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 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.
- 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 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.
- 4. 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.
- 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 action.

2016 AAPA COMMUNICATIONS AWARDS

Entry Classification: 8. Overall Campaign

BRANDING 2.0 CAMPAIGN



SUMMARY STATEMENT

Motivated by a number of new employees as well as new Port Commissioners, the Branding 2.0 Campaign is a series of interactive workshops, town hall sessions and communications materials designed to help Port employees in all departments, positions and fields of work understand branding in general and, more specifically, how to live and communicate the Port Canaveral brand successfully.



1. COMMUNICATIONS CHALLENGES AND OPPORTUNITIES

Port Canaveral is going through a period of growth and transformation, exploring what type of seaport it could — and should — become in the future. Already a leading cruise port, can this Port transform into a larger player in cargo, help Central Florida become a significant logistics hub, develop further its recreation and destination offerings and still maintain or even improve its position in the cruise industry?

Many of the projects the Port has been studying, planning or implementing have been “firsts” — Canaveral’s first container terminal, first on-dock rail, first barge-rail service, the county’s first high-bay Class A rail-side warehouse space, a unique on-Port destination retail village and more. “Firsts” create questions, especially within the local residential and business community. Why are you doing this? Why now? Why here? How are you going to accomplish these goals? How are you going to pay for it? How does any of this affect me as a business owner, homeowner, job seeker, recreational Port user, etc.?

During the past year, these questions have been asked of the Port Authority with increasing frequency and volume — in the community, public meetings and the media. Sentiments grew

in some segments of the community that the Port Authority was “out for itself” and its own “profits,” ignoring the wishes and well-being of its constituents.

Port staff began to feel the negative pressure of accusations directed at the leadership’s vision and actions. Whereas it had always been a matter of pride to work at the Port, now an “us against them” sentiment from the community was creating growing concerns and morale issues at all levels of staff.

Although staff continued to perform well, the Port brand was in jeopardy with the revolving door of employees and a new board.

In addition, branding refreshers had been de-prioritized in the face of other communications needs and, with extensive staff turnover, branding had become less well understood than it once had been.

A new branding campaign was an opportunity to gather all the branding information into one package, ensure all employees were exposed to the message, re-establish a procedure for branding training to continue into the future and address morale issues.

2. COMPLEMENTING THE PORT'S MISSION

Like any other company, a seaport is a collection of individuals working together toward a common mission, with common goals and methodologies. For the Port to thrive and successfully carry out its mission as an economic and recreational resource, all of the individuals involved need to have a shared vision and know how to communicate that vision in every activity they carry out and

every relationship they establish with customers, partners and the community.

Everyone working for the Port needs to know what kind of port we want ours to be and what our role is in carrying it forward. Each of us needs to feel confident that we can help our port, fellow team members and ourselves succeed by representing our brand well.





3. PLANNING AND PROGRAMMING COMPONENTS

– Overall goals/Desired results:

Communicate the Port brand effectively to all Port staff members, educate them on their vital role in bringing it to life and improve morale.

– Objectives:

To accomplish these goals, the Branding 2.0 Campaign strived to:

- Reveal what the true brand is in the eyes of those who live it
- Gauge the level of brand understanding and knowledge so that it could be addressed effectively

- Simplify and combine all the resources needed to understand branding and the Port brand
- Include all Port staff in the initiative
- Foster a sense of engagement and pride in the Port family
- Re-energize and re-enthuse the staff
- Set the stage for on-going brand communications

–Target Audiences:

The target audience was the Port Authority staff — all departments, positions and fields of work.

4. ACTIONS AND OUTPUTS

– Strategies:

To optimize the message, we:

- Held an initial series of three 2-hour facilitated, interactive branding charrette sessions (workshops)
- Interviewed staff members from every department to evaluate level of understanding, strengths and weaknesses, and what the brand is in the eyes of those who live it
- Developed complete Brand Toolkit with theme “It’s All About You; included a training video, printed and digital online brochure, Mission Statement flyer and office poster, Identity Standards Guide and Logo Use and Graphic Design Procedure form.
- Featured charrette interviewees and their comments in brand training
- Included comprehensive information in print and digital brochure on what branding is and is not, what it means to an organization, what constitutes the specific Port Canaveral brand and the role of logo usage
- Posted Brand Toolkit online on a dedicated branding page on Port website
- Held one-hour town hall sessions for all employees with games and prizes, debut of the new brand training video, music and takeaways
- Elicited input from town hall sessions to incorporate in future training sessions and other team-building opportunities

– Implementation:

The Communications staff conducted workshops and interviews to develop the brand charter with the assistance of outside facilities. A training video and brand charter brochure also was produced with the help of consultants.

The time frame for development and initial implementation of this campaign stretched from October 2015 through March 2016.

The costs for the elements of the campaign were as follows:

Branding Charrette Sessions:	\$5,000.00
Staff Town Hall Meetings:	\$6,000.00
Branding Brochure:	\$1,800.00
Identity Standards Manual:	\$1,840.00
Branding Video:	\$14,500.00
Meeting Supplies:	\$214.97
<hr/>	
TOTAL COSTS:	\$29,354.97

(\$14,854.97 without video)

5. OUTCOMES

– Influence on attitudes and actions:

Participants demonstrated a high level of engagement and enthusiasm during the high-energy interactive sessions. Employees indicated they were able to see and understand first-hand the value and importance of establishing and maintaining a good brand image. One theme that emerged again and again with each group was the sense of pride and family we have at the Port and how the roles we all play are important to our overall success. Employees also want the Port to be viewed as “an organization with integrity.”

Survey and other comments:

What did you learn from your branding town hall?

“The importance of the brand and its protection.”

“The Port cares.”

“Saw the pride that our employees have.”

“That we are committed to the community.”

Was this information useful to you?

“Yes, brand comparison really brings it home!”

“Yes, it continues to bring us together.”

“Yes, helpful in the way that it makes me want to strive for more.”

BRANDING CHARRETTE SESSIONS



BRANDING - IT'S ALL ABOUT YOU - Video



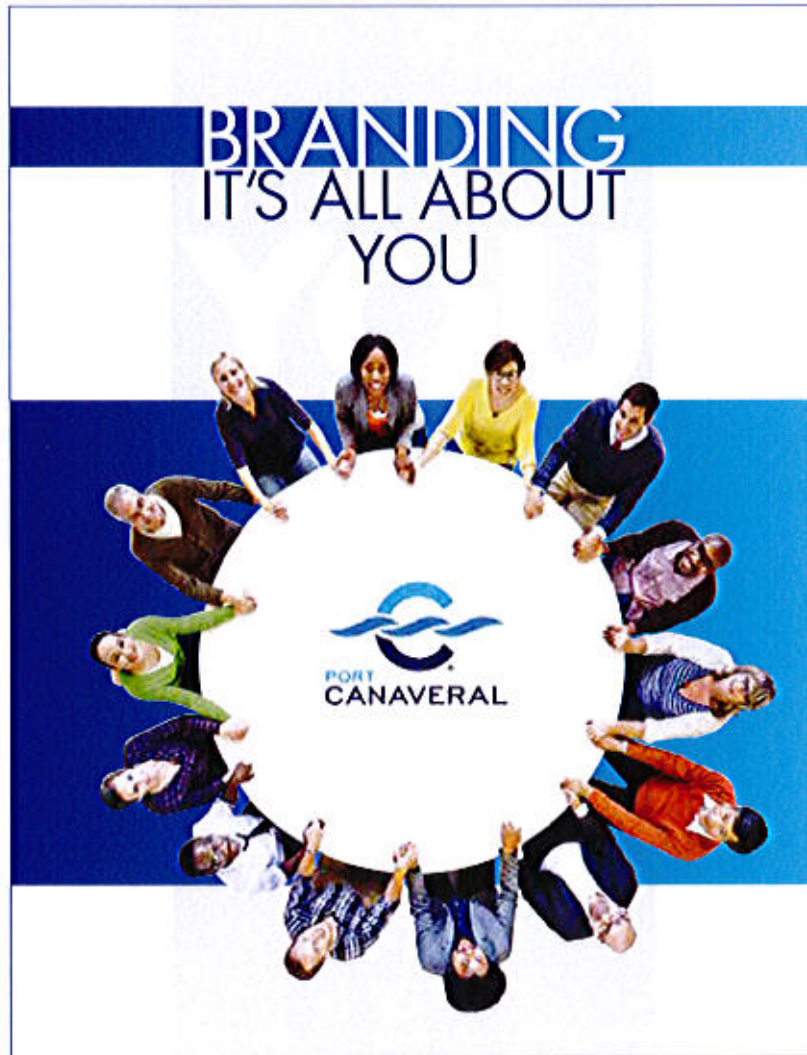
To review digital version visit: <http://www.portcanaveral.com/aapa>



2016 AAPA Entry Classification: 8. Overall Campaign

BRANDING 2.0 CAMPAIGN

BRANDING - IT'S ALL ABOUT YOU - *Printed brochure*



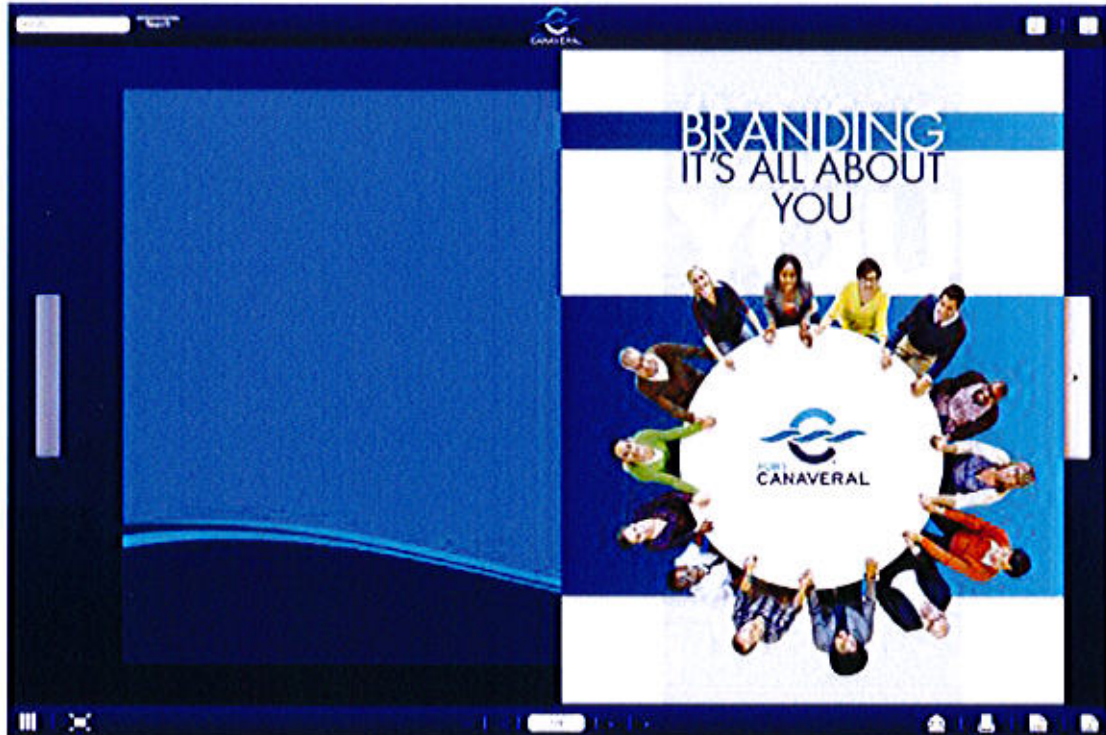
sample enclosed



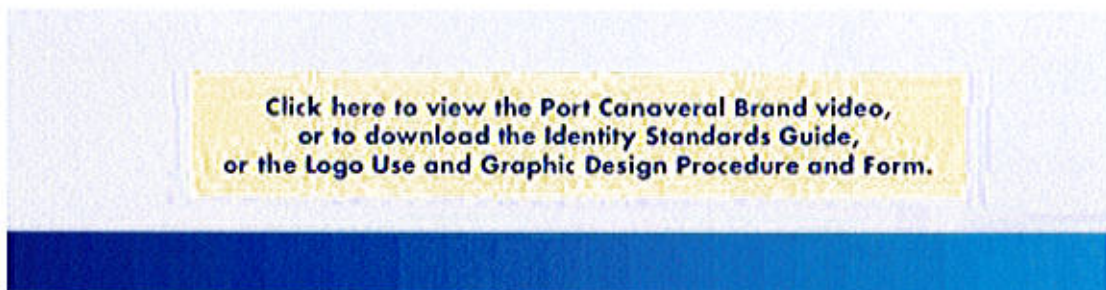
2016 AAPA Entry Classification: 8. Overall Campaign

BRANDING 2.0 CAMPAIGN

BRANDING - IT'S ALL ABOUT YOU - *Digital online brochure*



Link to Branding web page (on back page of digital brochure)



To review digital version visit: <http://www.portcanaveral.com/aapa>



2016 AAPA Entry Classification: 8. Overall Campaign

BRANDING 2.0 CAMPAIGN

BRANDING - IT'S ALL ABOUT YOU - *Mission Statement flyer/office poster*



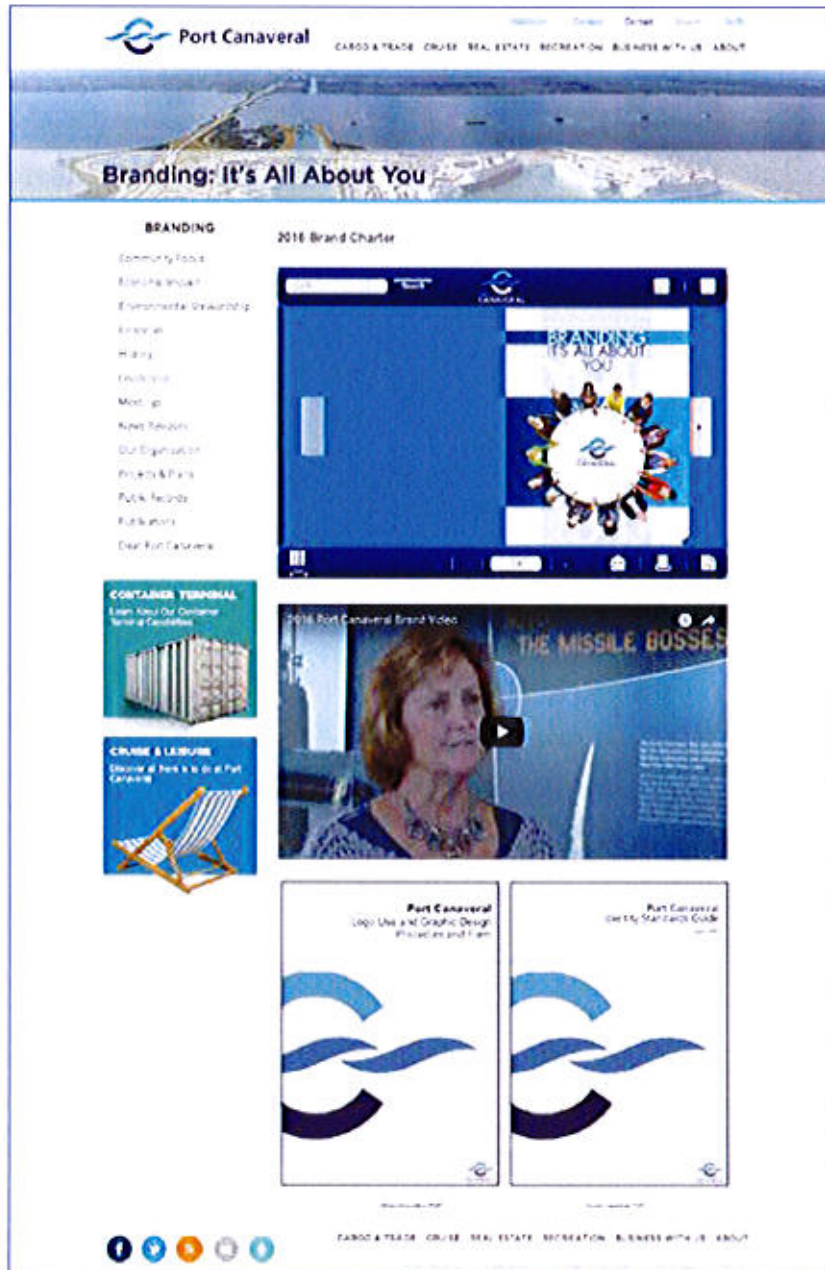
Brand Mission Statement

"Port Canaveral offers the high-quality capabilities of a metropolitan cruise and cargo port, without the hassles of a big-city location. Accessible and relaxed in attitude, Central Florida's strategically located port makes the pursuit of leisure or business a smooth and pleasurable experience."



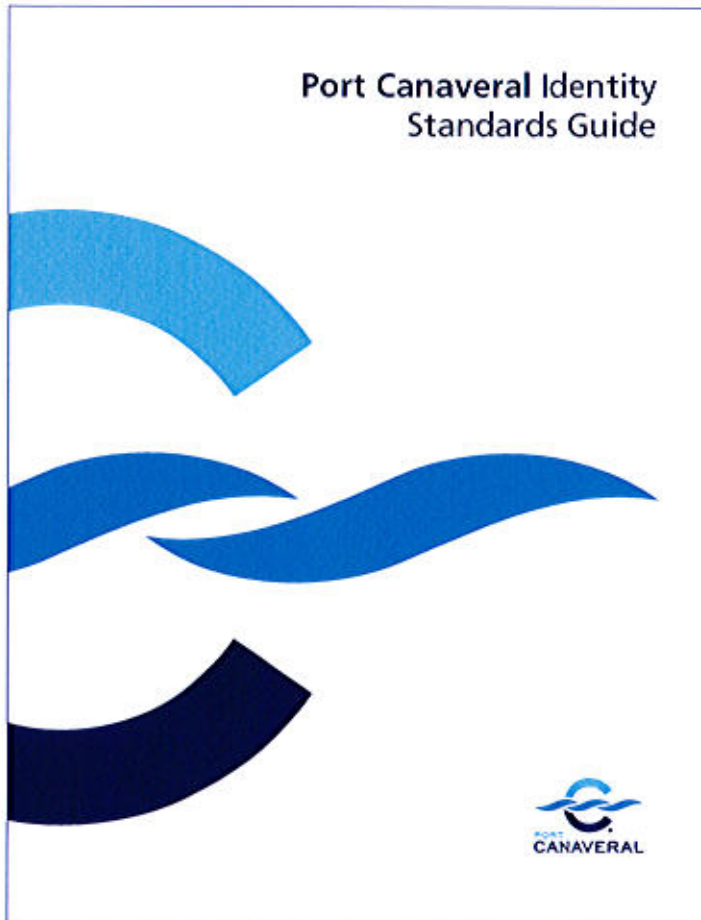
sample enclosed

BRANDING - IT'S ALL ABOUT YOU - Web page with Brand Toolkit

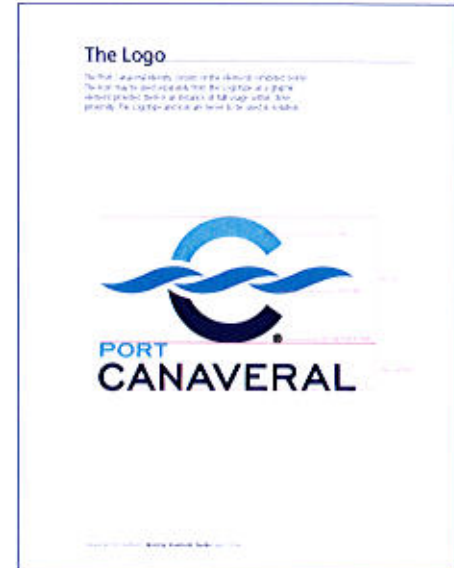


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**IDENTITY STANDARDS GUIDE, LOGO USE
AND GRAPHIC DESIGN PROCEDURE FORM** - *Digital and downloadable pdf*



Logo Use



Graphic Design Procedure Form



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