

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

6102

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               | ___X___ |
| 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 PEOPLE MOVE OUR PORT

Name of Port Port Corpus Christi

Port Address 222 Power Street, Corpus Christi, Texas 78401

Contact Name/Title Patricia Cardenas, Director of Communications

Telephone 361-882-6124 (o) or 361-813-3621 (c) Email Address patricia@pocca.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 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?**

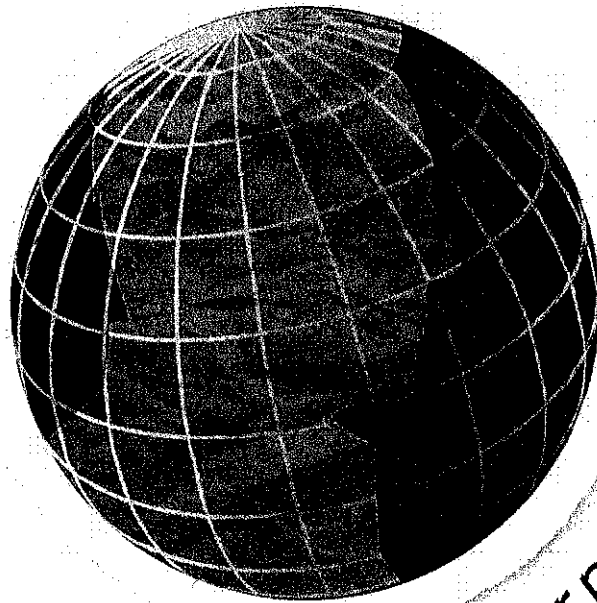
- Explain what strategies were developed to achieve success and why these strategies were chosen.
- Specify the tactics used (i.e., actions used to carry out your strategies).
- Detail the entry's implementation plan by including timeline, staffing and outsourcing used.

**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 actions.



PORTCORPUS CHRISTI



**people** move our port.com

## THE SUBMISSION

connect with us: [portofcc.com](http://portofcc.com)



**2016 AAPA Communications Awards**  
**Entry Classification: Overall Campaign**  
**Title: People Move Our Port**

**SUMMARY**

In 2009, Port Corpus Christi saw the beginning of exponential growth with the announcement of a \$1 billion steel-mill pipe facility, TPCO America, to be located near the Port's La Quinta Trade Gateway. By 2013, two additional foreign companies announced major facilities in the region. The Port currently has \$30 billion in investments under construction.

While the influx of construction and permanent jobs to the region is welcomed, the increase in traffic, a shortage of housing, and a fear of environmental hazards was on the rise.

People Move Our Port is a community campaign in response to major growth.



Eileen Mink  
Port Corpus Christi  
Civil Engineer



Matthias Preslmayr  
voestalpine Texas  
Project Manager /  
Head of Maintenance



Catrina Wilson  
United Way of the  
Coastal Bend  
CEO

## 1. **Communications Challenges and Opportunities**

Around 2007 to 2010, the Port Industries in Corpus Christi faced immense opposition from an environmental justice group. After years of relationship development and establishing community outreach boards the dynamics between the two groups improved to a good working relationship.

Fast forward to 2014, with three of the largest companies the region had seen in many years simultaneously constructing new facilities, the Port recognized the potential for a relationship breakdown.

The Port Commission Chair authorized a community campaign, and played a key role in shaping its message.

### **Internal Factors**

- The three major companies were breaking ground in 2014, so the Port was catching a moving train.
- Port Corpus Christi had to carve out a budget for the campaign in an already approved budget year, and come up with the creative components for a 2015 launch.

### **External Factors**

- The community was already in the midst of changes including an influx of traffic and a shortage of residential property to rent or buy.
- The business climate was ripe, so on top of the three major companies other companies were still moving in and/or expanding.

## 2. **Supporting the Port's Mission**

The mission of Port Corpus Christi is to *leverage commerce to drive prosperity*.

The *People Move Our Port* campaign aimed to show fulfillment of the prosperity portion of this mission. Unless a person works for or does business with the Port there is often an awareness gap regarding the success of the Port as a win for the region. How does this relate to me? The campaign was designed following a "six degrees of separation" model. By focusing on the People, and not the Business, the community can relate to how the growth and success affects their lives.

Jason, who they know from church and owns a local restaurant, benefits from increased lunch hour and catering business through a greater influx of business professionals. Catrina from United Way sees more donations than ever before due to increased wages in the Coastal Bend. By featuring Port employees, and people from the community the idea that the benefits of a growing economy going beyond the ship channel is realized.

### 3. **Communications Planning & Programming Components** **Goal**

Increase community awareness of the positive impact of the port's growth, and therefore generate a positive business climate for all port industries.

#### **Objectives**

Port Corpus Christi established a Facebook account a year prior to the campaign, but only had 224 likes. The main objective of the campaign was to increase Facebook fans 350% to 1,000 fans to build this communication channel for the Port.

Another objective was to make Port Corpus Christi visible and accessible to a younger demographic (A18-34).

Finally, the campaign was designed to educate the community on Port initiatives and new projects

#### **Target Audiences**

The primary target audience for the campaign was the general community, adults 18+, and living in Nueces and San Patricio Counties.

The secondary audience was adults 18-34 in the same geographic area. Thus targeting young business professionals, the current and future workforce for port industries.



#### 4. **Communication Actions & Outputs**

With a target audience of adults 18+, and a secondary target audience of Millennials the team decided that a robust digital campaign mixed with non-traditional media would be the best strategy for reaching the objectives.

##### **Strategies & Tactics**

**Strategy:** To bolster the Port's Facebook account the team employed a series of paid Facebook ads.

**Tactics:** The Facebook ads used a mix of video and static profile images. The ads linked to the Port's website where a full profile of that person could be found.

Port Corpus Christi carefully chose people to profile based on core links to both the Port and the community: Retail owner, environmental organization, non-profit, new industry, and port employees. These core groups each have their own Facebook followers and therefore would draw in a unique audience.

**Strategy:** To make Port Corpus Christi more visible and accessible to a younger demographic the team

carefully chose community sponsorships.

##### **Tactics:**

Port Corpus Christi partnered with a local non-profit, Corpus Christi Ride-In Theater, which displays free outdoor movies from pop culture for public enjoyment. The series was called Port Corpus Christi Summer Movie Series.

- Movie choices are targeted to young business professionals.
- The Port took over their social media page for these months to reach their nearly 10,000 Facebook fans
- A presentation with Port statistics and branding looped for 20 minutes before the movie.
- A Port staff person attended the pre-movie to talk briefly about the Port. The staff were chosen based on movie content. (i.e. Karate Kid / Port Police, Ace Ventura Pet Detective / Port Environmental Staff)
- The Port held contests in relation to the movie and gave-away port promotional items, or gift cards to businesses in the marina district.



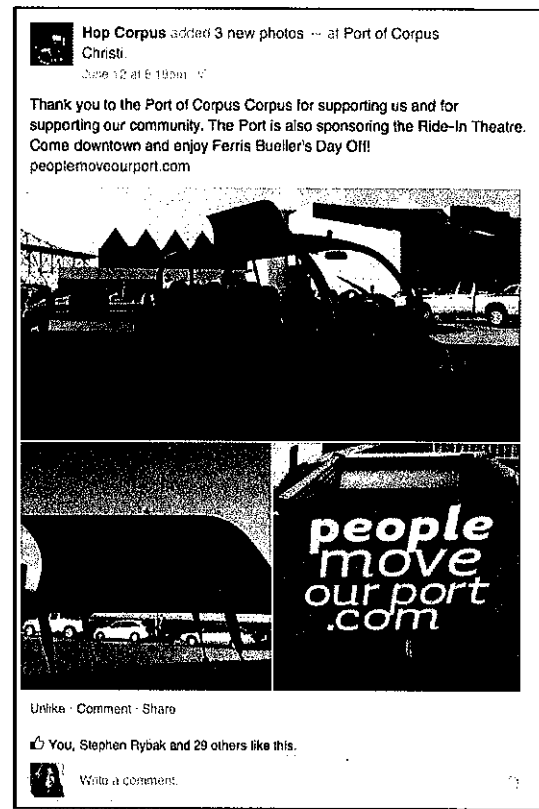
### Tactics Continued...

The Port also sponsored Hop Corpus, a golf cart that provides rides to downtown events from parking areas. The Hop drivers wore People Move Our Port t-shirts and posted selfies with riders on their Facebook account.

Strategy: To educate the community on Port projects and statistics the team launched a website which also hosted the profiles, [peoplemoveourport.com](http://peoplemoveourport.com).

Tactics: To draw people to the website the Port employed several tactics.

- The Port ran a series of online banner ads that linked back to the website. The target demo was adults 18+ in the Corpus Christi DMA.
- The Port wrapped the elevators at the most popular mall, La Palmera Mall, with the profiles of people and the website for intrigue.
- For another community outreach, the Port wrapped the windows of six city buses with people profiles and the website.

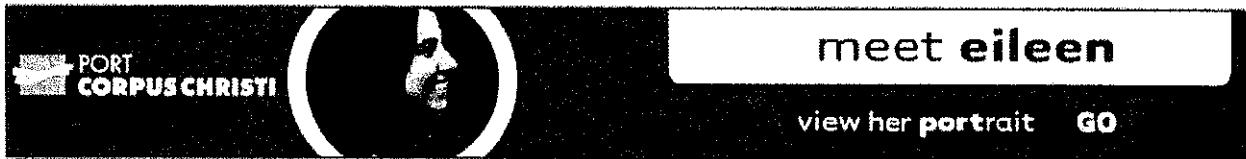


### Implementation Plan

Port Corpus Christi designated a \$180,000 budget for the campaign. Staff began brainstorming in the summer of 2014, and by December 2014 the campaign elements and website were ready to roll out.

### 2015 Timeline

- January – Immediate rollout of social media cover graphics
- March – September – Digital banner campaign
- May – October/December – Facebook Campaign
- June – September – Corpus Christi Ride-In Theater Sponsorship
- June – November – Hop Corpus Sponsorship
- July – December – Regional Transportation Authority bus wraps
- November – December – La Palmera Mall Elevator Wraps



By strategically stacking media at different times of the year, Port Corpus Christi was able to garner the best traffic and audience year-round. In addition to paid media, Port Corpus Christi embraced the People Move Our Port branding for all community sponsored and Port employee events. These included print ads, t-shirts, caps, and other promotional items.

### Staffing

The team consisted of: Director of Communications, Mixed Media Specialist, Graphic Designer, Project Manager, and Media Buyer.

The website was developed and maintained by the Port's advertising agency.



## 5. The Outcome

The goal of the campaign was to increase community awareness of the positive impacts of the Port's growth. Port Corpus Christi was able to reach an incredible number of people with a limited budget.

### Media Reach

Online Banner Ads	7,005,770 impressions
Facebook Ads	80,114 impressions
Facebook Video Views	60,691
Facebook Video Reach	106,253
Hop Corpus	76,800 riders / views
La Palmera Mall Escalators	2,690,000 views
Ride-In-Theater	2,000 audience viewers
RTA Bus Wraps	6,700,000 views

Cost per impression for all media was less than 1¢.



Talk about workflow! Your port is more than a global force; it's a source of financial stability for over 66,000 people in the Coastal Bend and their families. #PeopleMoveOurPort



### Facebook Growth

The main objective of the campaign was to create a communication channel for the Port by increasing Facebook likes 350% to 1,000. At the end of year one the Port reached 3,227 likes. This 1,317% increase far exceeded social media growth expectations.

32% of the Facebook fans are Millennials, the second target audience.

### Facebook Activity

Port Corpus Christi's Facebook page continues to grow. Current likes have reached 4,469, an increase of 1,995% since the campaign launched.

Like Comment Share

228

23 shares

Port Corpus Christi! indeed it is, Matt Stacy Stevens!  
Like Reply Apr 23, 2015 at 5:08pm

Matt Stacy Stevens No Way!  
Like Reply Apr 13, 2015 at 7:50pm

Enid Brooks 5th largest port in the U.S.  
Like Reply Apr 13, 2015 at 5:11pm

Lucinda Guerra Polk So true!  
Like Reply Apr 13, 2015 at 6:54pm

Saisha Nagir Awesome  
Like Reply Apr 13, 2015 at 12:02pm



### Website Activity

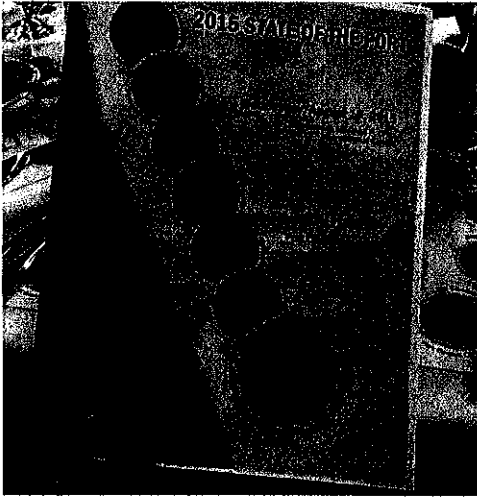
The peoplemoveourport.com website garnered 25,073 page views, 26% of the traffic generated from online ads. 72.4% of the visitors were new which told us that we were reaching an untouched audience. Although the Port only displayed ads in the Corpus Christi DMA the top three visiting countries were the U.S., Canada, and Brazil.


### Anecdotal Feedback

Throughout the campaign, Port Corpus Christi used the hashtag #peoplemoveourport. A search of the hashtag shows adoption of the Port's campaign within community posts (Yay!). While metrics and Facebook growth are of significant importance in realizing the success of this campaign one of the most precious outcomes was seeing the community embrace the campaign.

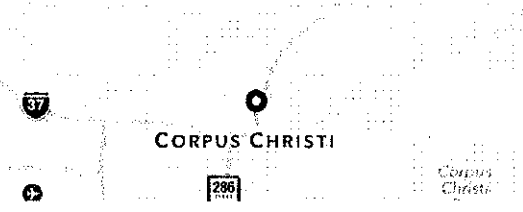
inspire inspirecoastalbendmag


✓ FOLLOWING





**Kailo Communications Studio at**  
**Congressman Solomon P. Ortiz**  
**International Center.**  
August 19, 2015 · Corpus Christi ·

**#PeopleMoveOurPort** presentation by Board Chair  
Judy Hawley at the **Corpus Christi Hispanic**  
**Chamber of Commerce** State of the Port. Thanks to  
sponsor, M&G, Chemicals, for lunch!




**Congressman Solomon P. Ortiz**  
**International Center**  
Event Venue



♥ portaransastex, jgali42\_

inspirecoastalbendmag Enjoying the 2015 State of  
the Port at the Ortiz Center. Looking forward to  
hearing from keynote speaker Judy Hawley, port  
commission chair. #beinspired  
#inspirecoastalbendmag #peoplemoveourport



**FOXP2Go** @LParadaValdes

8/20/15

The Best Class Ever!!! LCC 43.

#peoplemoveourport [instagram.com/p/6m\\_zu](https://www.instagram.com/p/6m_zu)

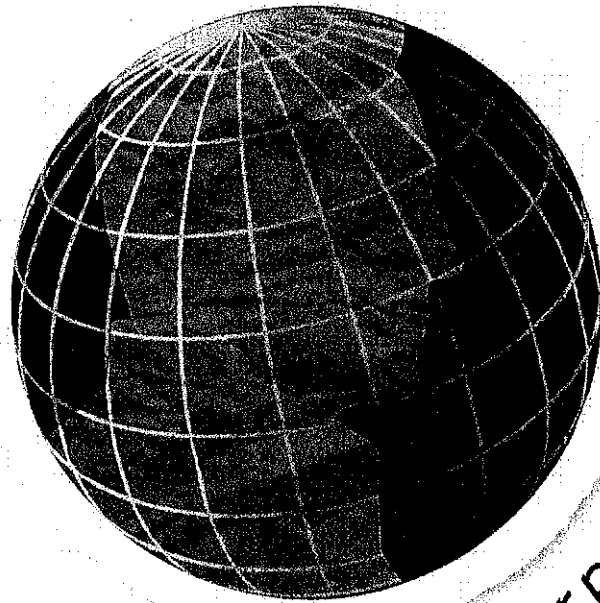
6m\_zu



**CC Regional Transit** @CCPublicTra... 8/19/15

Glad to see the Port of Corpus Christi  
doing so well in the State of the Port  
@OrtizCenter #peoplemoveourport

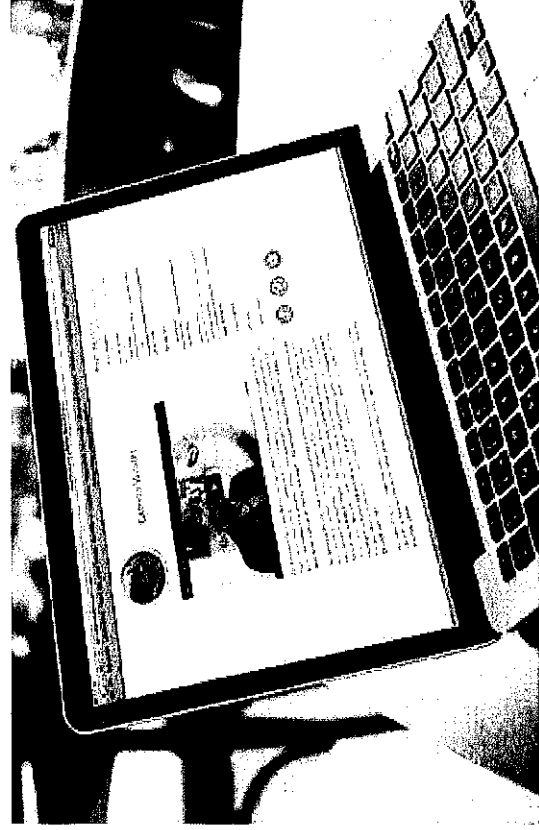
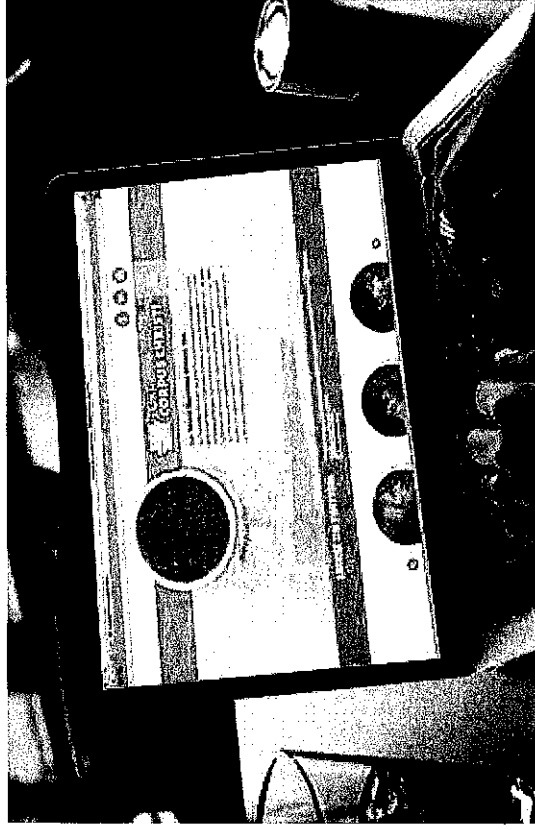




**people** move our port.com

THE CREATIVE

RESPONSIVE WEBSITE  
View at: [peoplemoveourport.com](http://peoplemoveourport.com)



**\$1.5 billion**

TPCO represents the largest single investment from a Chinese company in U.S. history.

**\$4 billion  
in salaries**

flow through the Corpus Christi ship channel.

**4,000**

volunteer hours from CITGO employees annually!

**\$1.1 billion**

investment from Italian company M&G Group.

**\$740 million**

investment from Austrian Company voestalpine.

**66,502**

jobs flow through the Corpus Christi ship channel.

SOCIAL MEDIA / FACEBOOK / TWITTER / YOUTUBE

YouTube

port of corpus christi

# people move our port

Port Corpus Christi

Uploads

Created playlists

1,497 Followers

1,376 Videos

506 Likes

Twitter

Port Corpus Christi

Employees prepare for Hurricane Season with @NWSCorpus Meteorologist John Metz.

Port Corpus Christi

Located on the Gulf of Mexico, Port Corpus Christi is the fifth largest port in the U.S. in tonnage. A 40' deep channel provides quick access to the Gulf.

Port Corpus Christi, Texas

portcorpuschristi.com

Joined April 2013

1,497 Followers

1,376 Videos

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Port Corpus Christi

Employees prepare for Hurricane Season with @NWSCorpus Meteorologist John Metz.

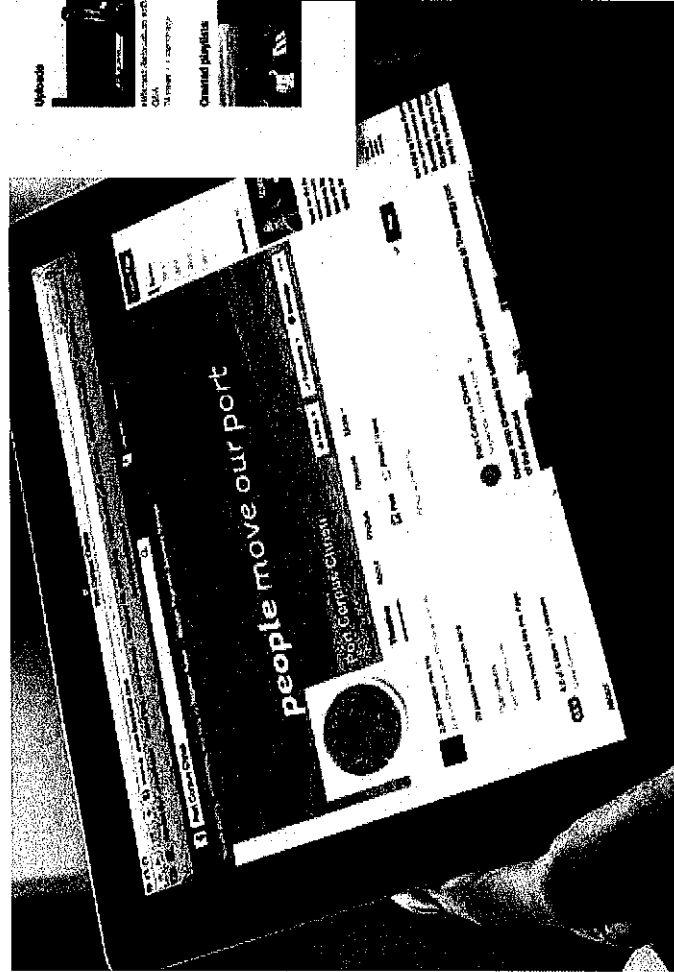
Port Corpus Christi

Located on the Gulf of Mexico, Port Corpus Christi is the fifth largest port in the U.S. in tonnage. A 40' deep channel provides quick access to the Gulf.

Port Corpus Christi, Texas

portcorpuschristi.com

Joined April 2013




# FACEBOOK VIDEO ADS

View at: [peoplemoveourport.com/ads](http://peoplemoveourport.com/ads)

**This Trans\* Photographer Chronicled His Own Transition**  
 n-304w/25.1m  
 569 Likes · 32 Comments

**Port Corpus Christi**  
 Sponsored · 1

Watch & learn about our Port's connection with an award-winning conservation program.




Like · Comment · Share

**Sabrina Roberson**  
 26 mins · 1

This is the best day ever!! I love to see the timeline flooded with all of the back to school pics!! Everybody looks awesome!!

**Port Corpus Christi**  
 Sponsored · 1

Watch this Austrian surfer explain voestalpine's major step towards a low-carbon economy.

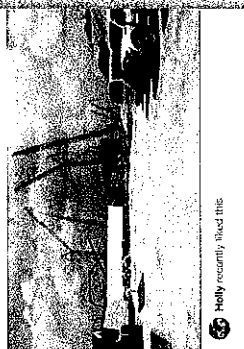


Like · Comment · Share

**Adrian Garza**  
 3

**Port Corpus Christi**  
 Sponsored · 1

Learn what this North Carolina native loves about working along our Texas ship channel.




Like · Comment · Share

**Adrian Garza**  
 3

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Like · Comment · Share

**Cristina Villarreal**  
 1 · 1

**This Trans\* Photographer Chronicled His Own Transition**  
 m-lacy25.com  
 863 Likes · 30 Comments

**Port Corpus Christi**  
 Sponsored · 1

Watch & learn about our Port's connection with an award-winning conservation program.




Like · Comment · Share

**Sabrina Roberson**  
 26 mins · 1

This is the best day ever!! I love to see the timeline flooded with all of the back to school pics!! Everybody looks awesome!!

**Port Corpus Christi**  
 Sponsored · 1

Watch this Austrian surfer explain voestalpine's major step towards a low-carbon economy.




Like · Comment · Share

**Sabrina Roberson**  
 26 mins · 1

This is the best day ever!! I love to see the timeline flooded with all of the back to school pics!! Everybody looks awesome!!

**Port Corpus Christi**  
 Sponsored · 1


Watch this Austrian surfer explain voestalpine's major step towards a low-carbon economy.



Like · Comment · Share

**Port Corpus Christi**  
 Sponsored · 1


See why Lynn is just as vital as leadership in logistics to Port Corpus Christi



Like · Comment · Share

**Port Corpus Christi**  
 Sponsored · 1

See why Lynn is just as vital as leadership in logistics to Port Corpus Christi



Like · Comment · Share


**Stephen recently liked this.**

**Cristina Villarreal**  
 1 · 1

**This Trans\* Photographer Chronicled His Own Transition**  
 m-lacy25.com  
 863 Likes · 30 Comments

**Port Corpus Christi**  
 Sponsored · 1

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Like · Comment · Share

**Sabrina Roberson**  
 26 mins · 1

This is the best day ever!! I love to see the timeline flooded with all of the back to school pics!! Everybody looks awesome!!

**Port Corpus Christi**  
 Sponsored · 1

Watch this Austrian surfer explain voestalpine's major step towards a low-carbon economy.




Like · Comment · Share

**Sabrina Roberson**  
 26 mins · 1

This is the best day ever!! I love to see the timeline flooded with all of the back to school pics!! Everybody looks awesome!!

**Port Corpus Christi**  
 Sponsored · 1


Watch this Austrian surfer explain voestalpine's major step towards a low-carbon economy.



Like · Comment · Share

**Port Corpus Christi**  
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See why Lynn is just as vital as leadership in logistics to Port Corpus Christi



Like · Comment · Share

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See why Lynn is just as vital as leadership in logistics to Port Corpus Christi



Like · Comment · Share

**Stephen recently liked this.**

**Cristina Villarreal**  
 1 · 1

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 Sponsored · 1

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Like · Comment · Share

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 26 mins · 1

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Like · Comment · Share

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Like · Comment · Share

**Port Corpus Christi**  
 Sponsored · 1

See why Lynn is just as vital as leadership in logistics to Port Corpus Christi



Like · Comment · Share

**Port Corpus Christi**  
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See why Lynn is just as vital as leadership in logistics to Port Corpus Christi



Like · Comment · Share

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MINUTES CANCELED: CONVENTION 10/16

News 5:00pm

Weather 5:00pm

Sports 5:00pm

Local 5:00pm

News 5:00pm

Weather 5:00pm

Sports 5:00pm

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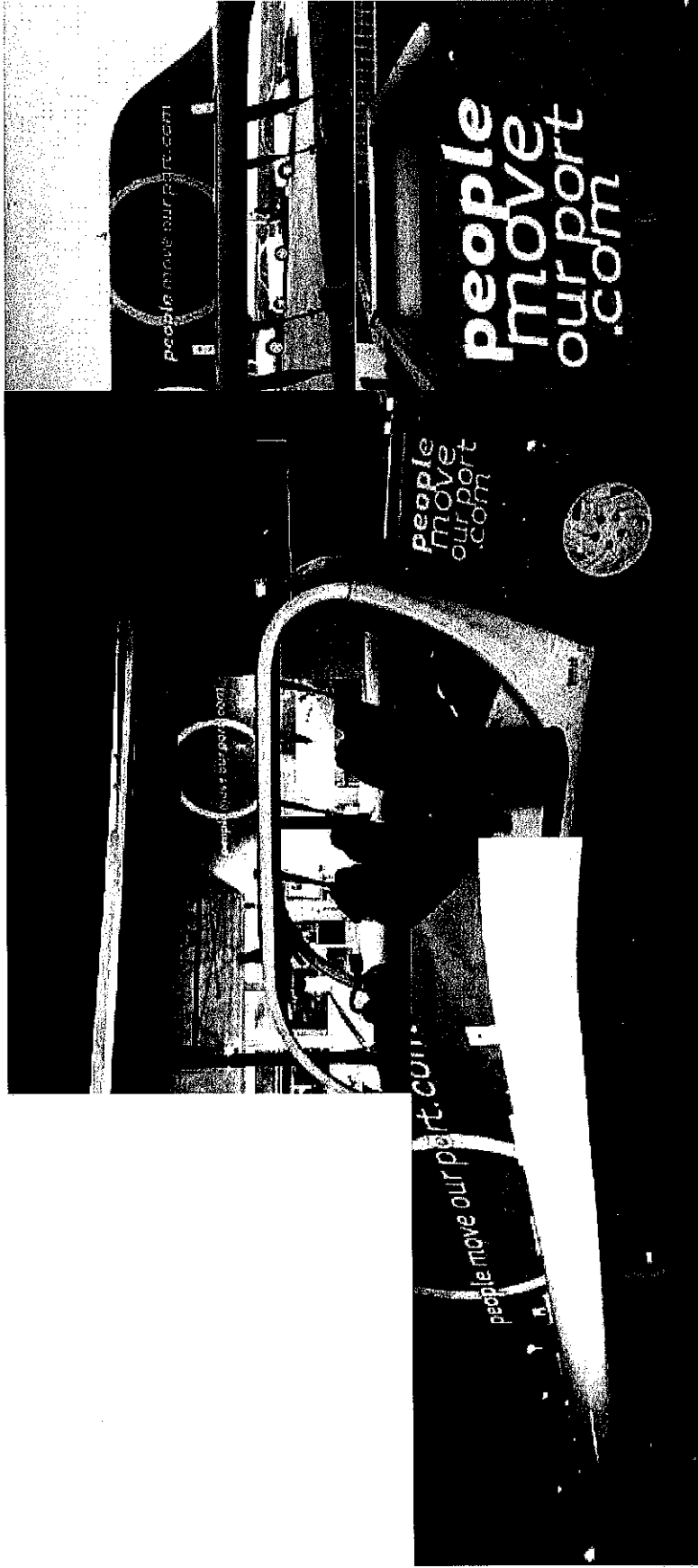
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Weather 5:00pm

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HOP CORPUS / PEOPLE MOVER / NON-TRADITIONAL MEDIA



LA PALMERA MALL / ESCALATOR WRAPS / NON-TRADITIONAL MEDIA



BUS WINDOW WRAPS / NON-TRADITIONAL MEDIA



CORPUS CHRISTI RIDE-IN THEATER / COMMUNITY SPONSORSHIP

