

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6151

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 | __X__ |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

Please check the appropriate box:

☐ CATEGORY 1

☐ CATEGORY 2

☒ CATEGORY 3

Entry Title __Port Everglades Cargo Video

Name of Port ____Port Everglades_____

Port Address __1850 Eller Drive Fort Lauderdale, FL 33316_____

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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 actions.



13. Port Everglades Makes a Splash with New Cargo Video

<http://bit.ly/1NPUThN> 4:36 minutes

Situation:

Despite being Florida's top container port, with more than 1 million TEUs (20-foot equivalent units, the industry's standard measurement for cargo containers), Port Everglades did not have a sales tool to market its world-class facilities.

During various trade shows, the Port's Business Development staff researched how other cargo ports marketed their facilities. They discovered that while face-to-face contact is the most effective sales tool, it is helpful to have a visual presentation enforce what is being said. Having a video tell the port's story is especially beneficial in a group setting.

The Port Everglades communications team geared up to learn what sells and sizzles for ocean carriers, beneficial cargo owners, and cargo handlers. The result was a 4:36-minute video that incorporates the port's world-class facilities, puts the port on the map as far as location and trade lanes, supports its commitment to service, and incorporates the port's unique "splash" branding.

Specific Communications Challenges or Opportunities:

Up to now, Port Everglades had general information videos that included all of the port's business segments, including cargo, cruise, petroleum and real estate. These videos were developed primarily for broad audiences and were mainly used for community outreach. Our sales team, however, felt that they needed something visual in their toolbox that focused solely on cargo transport.

The challenge was to make cargo fit into the port's water "splash" branding, which typically worked well for the cruise industry, while selling its more industrial assets and attributes. It was important to have potential customers remember where Port Everglades is located and why it is important for their business (i.e.: big consumer market and the leader in trade to Latin America).

The video was also a great opportunity for the Business Development staff to reassess the port's key selling points and work with existing customers to have these highlighted in the video.

Supporting the Mission:

Port Everglades Mission Statement: As a premier gateway and powerhouse for international trade, travel and investment, Broward County's Port Everglades leverages its world-class South Florida facilities and innovative leadership to drive the region's economic vitality and provide unparalleled levels of service, safety, environmental stewardship and community engagement.

The cargo video was designed specifically [to leverage our world-class South Florida facilities](#). We address [innovative leadership, the region's economic vitality](#) and our [unparalleled levels of service](#). Most importantly we let the viewer know that Port Everglades is a [powerhouse for international trade](#).

Communications Planning and Programming:

The Port's sales team was targeting vessels that already fit in our harbor and larger vessels that will fit in the future. We also wanted to reach customers who haven't considered Port Everglades in the past because they didn't know about it or considered it to be inadequate for their needs. They may not realize that Port Everglades is the #1 container port in Florida, moving more than million containers annually. We also want to reach out to customers who feel overlooked by larger ports in the race to accommodate the next generation of Post-Panamax vessels. The Florida East Coast Railway's new ICTF will be an added benefit for transported goods to the hinterlands.

The Port Everglades communications team worked directly with the sales team to learn what key elements of the port are essential to ocean carriers, beneficial cargo owners, and cargo handlers. We had several meetings that included the video production team to determine what visual elements would best tell the Port Everglades story. We also looked at existing footage to see if we could save money using existing b-roll.

Our primary audiences were ocean carriers, cargo handlers, freight forwarders and customers of the Florida East Coast Railway, which recently opened an intermodal container transfer facility at the port.

Our secondary audience were beneficial cargo owners.

Actions and Communication Outputs:

We determined how the video would be used: trade shows, websites, QR code in advertising, presentations and anywhere else we can get exposure online (editorial, etc.).

Through our fact-finding with the port's sales team and current customers, we identified key points to include:

- The more than 5.2 million tons of containerized cargo that move through Port Everglades annually have it ranked as the 12th leading container port in the U.S. and one of the top in Florida, now serving more than 150 ports and 70 countries.

- The Port's location at this global crossroads for trade also makes it extremely attractive for imports and exports - more than \$18 billion worth. One key draw is Florida's first and largest Foreign-Trade Zone, conveniently situated in the heart of Port Everglades.
- Port Everglades is a favorable location less than one mile from the Atlantic Shipping Lane and down the street from Fort Lauderdale-Hollywood International Airport
- The port has:
 - o direct access to multi-modal inland links through Florida's interstate and highway systems
 - o an FEC rail hub within 2 miles with its Intermodal Container Transfer Facility
 - o modern, efficient terminals for fast embark/debark process
- We were the first port in the nation to have the ELMO system installed as well as the U.S. Customs & Border Protection radiation portal monitors to inspect all containers leaving the Port via truck
 - o Service – Port Everglades Harbormaster is available to take “calls” and provide service 24/7. Our service is so good, our Harbormaster are like a concierge for Cargo

Need to include the following footage:

- Destination footage
- Airport footage
- Aerials of cargo ships
- Cargo storage boxes
- Atlantic Shipping Lane
- FEC hub
- Terminals
- Harbormaster Footage

Creative Considerations:

- This video follows the concept and style of the Cruise Video. Water treatment.
- Feature same voiceover.
- Feature current tagline
- Include website at end --- porteverglades.net

We used our advertising copy for reference and keep our messaging consistent: Port Everglades' services are fast and efficient. We easily connect the cargo of distributors to customers in Latin America,

Europe, Asia and beyond. At Port Everglades, nothing gets in your way. No tunnels. No bridges. No city traffic. We're just one green light away from the Interstate that speeds your cargo to Atlanta, Chicago and all points in-between, with direct access to the Florida East Coast Railway (FEC) intermodal hub as well. Our team is dedicated in assuring delivery and maximizing success.

Since our primary trade is in South American, Central American and the Caribbean, it was essential to produce the video in Spanish as well as English.

Communications Outcomes:

As a visual aid in the toolbox for our sales team, the cargo video has been critical. The sales staff shows it during trade shows and presentations.

It is also part of our advertising campaign and can be accessed from our website.

The URL for the port's website is on the closing graphic.

In eight months, the English version of the video has been viewed 1,813 times on YouTube.



THE POWER OF CONNECTIVITY

Cargo moves through Port Everglades like a well-oiled machine. Our global connections power your cargo to customers in Latin America, Europe, Asia and beyond. We're just one green light away from the Interstate with direct access to the Florida East Coast Railway (FEC) intermodal hub. Our team is standing by 24/7 to maximize your transport success. Just think of us as your personal cargo concierge. Connect your cargo to the world. Visit us at porteverglades.net or call 800-421-0188.



See what makes Port
Everglades Florida's #1
container port.

