

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6145

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: A New Gateway for Trade

Name of Port: Georgia Ports Authority

Port Address: P.O. Box 2406, Savannah, GA 31402

Contact Name/Title: Emily Goldman, Manager of Port Relations

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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.

GEORGIA PORTS AUTHORITY

Video: A New Gateway For Trade



Summary: A new gate and container yard were finished in just 10 months at Georgia Ports Authority's Garden City Terminal. When the new facilities opened in January, it was important to inform stakeholders GPA is making investments to ensure service will remain best-in-class as volumes continue to grow. The Port of Savannah was named the fastest growing port in the U.S. over the last 10 years

This short video illustrates GPA's commitment to staying ahead of demand and dedication to constantly improving infrastructure.

View video here:

<https://goo.gl/2VhrjE>

Runtime: 1:59

OFFICIAL ENTRY LABEL

AAPA 2016 Communications Awards

Port : Georgia Ports Authority

Contact Person: Emily Goldman

Entry Classification: Video



GEORGIA PORTS AUTHORITY

Video: A New Gateway For Trade

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1) Challenge and Opportunity

Georgia Ports Authority is continually investing in the physical infrastructure and working relationships necessary to provide world-class service to today's Post Panamax vessels.

As stories of congestion and strained labor relations at other ports made their way through media outlets this year, it was important for GPA to demonstrate a plan to handle continued growth. GPA is once again experiencing growth, on top of the 17% growth in container volumes in 2015.

One way GPA stays ahead of the curve is by keeping capacity 20% ahead of demand.

When GPA's new gate and container yard opened just 10 months from the project start, it was important to inform key stakeholders about the investment GPA is making to ensure that as volumes at the Port of Savannah continue to grow, The Port of Savannah was named the fastest growing port in the U.S. over the last 10 years, service will remain best-in-class.

Showing the story of how the project was completed in such a short time illustrates GPA's ability to ramp up in any situation, whether it be constructing a new truck gate, or handling the influx of cargo from the ever larger container ships calling at the Port of Savannah.

2) Connection to GPA Mission

The GPA's overall mission is to support economic development and jobs in Georgia. Illustrating the GPA's newest infrastructure investment shows customers, both current and potential, as well as neighbors of the port GPA's commitment to staying ahead of the growth curve.

Fostering international trade and industry for state and local communities, the Georgia Ports Authority operates deepwater ports in Savannah and Brunswick. In 2015, GPA moved 3.73 million twenty-foot equivalent container units, making the Port of Savannah the fourth busiest in the U.S. GPA's deepwater ports support more than 369,000 jobs in Georgia, yielding \$20.4 billion in income annually.

GEORGIA PORTS AUTHORITY

Video: A New Gateway For Trade

TIMELINE



4) Planning and Programming

Goal: Demonstrate to customers and stakeholders in a cross-platform and visual way how GPA is able to stay ahead of the growth curve by quickly ramping up, including infrastructure projects.

Objectives:

- 500 in-person views from industry influencers at the Georgia Foreign Trade Conference
- More than 100,000 video views

Target Audience:

Beneficial cargo owners, carriers, 3PLs, logistics providers

These audiences share common needs, including access to market, speed, and convenience.

5) Actions and Outputs

GPA photographers and a contract photographer worked together to document the building of the new truck interchange and container yard through the 10-month progress.

The construction contractor shared progress update aerials for inclusion as well.

The communications team worked together on messaging that focused on the GPA meeting the needs of current clients and continuing to stay ahead of the growth curve.

With creative direction and project management provided by GPA, a contracted producer wove all of the material into a cohesive and compelling story.

The focus was on presenting information in a new way. This was the first time GPA used still, video, ambient sound, music and text in a single project.

As the way people consume and use information changes, GPA is changing the way it shares information. This proved to be a creative way to share a business-focused story.

Staffing:

1 Staff Photographer

1 Staff Project Manager

1 Contract Photographer/
Producer

GEORGIA PORTS AUTHORITY

Video: A New Gateway For Trade



5) Results

The audiences who viewed the video were most impressed with the speed at which the project was completed as well as the marrying of still photos, video and text in the finished multimedia piece.

Objective: 500 in-person views from industry influencers at the Georgia Foreign Trade Conference

Result: GFTC was a sold-out event. More than 500 attendees viewed the debut of the New Gateway for Trade video during the conference.

Objective: More than 10,000 Social Media Impressions

Total Social Media Impressions: 8,621

Facebook: 2,659

Twitter: 808

LinkedIn: 4,619

YouTube: 535