

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

**6144**

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:**

- |   |  |   |
|---|--|---|
| <p>1. Advertisements – Single _____</p> <p>2. Advertisements – Series _____</p> <p>3. Annual Reports _____</p> <p>4. Audio-Only Presentations _____</p> <p>5. Awareness Messaging _____</p> <p>6. Directories/Handbooks _____</p> <p>7. Miscellaneous _____</p> |  | <p>8. Overall Campaign _____</p> <p>9. Periodicals _____</p> <p>10. Promotional/Advocacy Material _____</p> <p>11. Social/Web-Based Media _____</p> <p>12. Special Events _____</p> <p>13. Videos _____ <u>X</u></p> <p>14. Visual-Only Presentations _____</p> <p>15. Websites _____</p> |
|---|--|---|

*Please check the appropriate box:*

<input type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2	<input checked="" type="checkbox"/> CATEGORY 3
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Entry Title: Gateway to the World Video Series

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.

- |   |   |
|---|---|
| <p><b>1. What are/were the entry's specific communications challenges or opportunities?</b></p> <ul style="list-style-type: none"> <li>– Describe in specific and measurable terms the situation leading up to creation of this entry.</li> <li>– Briefly analyze the major internal and external factors that need to be addressed.</li> </ul> <p><b>2. How does the communication used in this entry complement the organization's overall mission?</b></p> <ul style="list-style-type: none"> <li>– Explain the organization's overall mission and how it influenced creation of this entry.</li> </ul> <p><b>3. What were the communications planning and programming components used for this entry?</b></p> <ul style="list-style-type: none"> <li>– Describe the entry's goals or desired results.</li> <li>– Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.</li> <li>– Identify the entry's primary and secondary audiences in order of importance.</li> </ul> | <p><b>4. What actions were taken and what communication outputs were employed in this entry?</b></p> <ul style="list-style-type: none"> <li>– Explain what strategies were developed to achieve success and why these strategies were chosen.</li> <li>– Specify the tactics used (i.e., actions used to carry out your strategies).</li> <li>– Detail the entry's implementation plan by including timeline, staffing and outsourcing used.</li> </ul> <p><b>5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?</b></p> <ul style="list-style-type: none"> <li>– Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.</li> <li>– If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.</li> </ul> |
|---|---|

# GEORGIA PORTS AUTHORITY

## *Gateway to the World Video Series*



Summary: 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.

The GPA created and shared four short, relevant messages via video series with potential clients worldwide, focused on major commercial advantages: First Mile, Infrastructure, Just In Time and Scalability

These videos take viewers on a virtual tour of the infrastructure assets and partnerships from which port users benefit.

### **OFFICIAL ENTRY LABEL**

AAPA 2016 Communications Awards

Port : Georgia Ports Authority

Contact Person: Emily Goldman

Entry Classification: Video



# GEORGIA PORTS AUTHORITY

## *Gateway to the World Video Series*

### *1) Challenge and Opportunity*

Because the way people communicate and relate to information is always changing, GPA found it necessary to address current and potential clients on several different platforms at once. The Gateway to the World Campaign was born out of a desire to share with beneficial cargo owners what makes it easier and more efficient for them to do business at Georgia Ports Authority.

This video series was one of the tools that made up the larger Gateway to the World campaign. The integrated campaign reached current and prospective clients in several ways including videos delivered to their inboxes, pieces on social media, and a landing page as well as a coffee table type book featuring customer testimonials. The entire campaign can be found at [www.gaports.com/GatewayToTheWorld](http://www.gaports.com/GatewayToTheWorld).

The videos allowed GPA to reach a broader audience with the amazing visuals of efficiency that can normally only be grasped in person. Tours of the Savannah Port win business, but there are many potential global customers who cannot physically visit the port.

### *2) Connection to GPA Mission*

The videos were created as a tool to bring GPA's message directly to current and potential customers. Other tools GPA uses, such as collateral material, reach customers through GPA's sales team. These videos complement those tools by showing up directly in a prospect's inbox as either a first touch or follow-up. They were distributed through direct email, as well as through proprietary email lists from the Journal of Commerce and Maritime Executive. The videos are a complement to the varied forms of communication GPA already uses.

The videos align with GPA's mission to promote trade, proving useful to attract more business to the port, and economic development to the state of Georgia. Sharing the commercial advantages in a video format helps potential customers visualize greater business success via GPA.

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 and contribute \$20.4 billion in income annually.



# GEORGIA PORTS AUTHORITY

## Gateway to the World Video Series

Video Landing Page:  
<http://goo.gl/KpF5g5>

Campaign  
 Home Page:  
<http://goo.gl/0TAax0>

## LEADING THE WAY TO GLOBAL SUCCESS



Media Publications Gateway To The World Leading the way to Global Success

- Media**
- Press Releases
- Blog
- Photography
- Press Kit
- Events
- Publications**
- Advertising
- Anchor Age
- Gateway To The World**
- Target
- Caterpillar
- Bell Parris
- Dolan General
- SHEP
- Georgia Pacific
- JCB
- KIA
- International Paper
- AP International
- Locks
- Leading the Way to Global Success**
- Documents
- Video

American businesses have chosen Georgia's ports as a critical gateway in their supply chains. Learn from logistics experts why the Ports of Savannah and Brunswick are vital to their continued growth and success.

### INFRASTRUCTURE

Ed O'Neil, Integrated Logistics Services Director for Caterpillar, and Ryan Hutchinson, Director of Supply Chain for Georgia Pacific, discuss how Georgia's road and rail network and single terminal operations give them a competitive edge in the global marketplace.

Gateway to the World - Infrastructure

**Gateway to the world**  
 Discover why America's businesses are choosing Georgia's ports.

**Caterpillar**  
 Building on a history of success.  
[Read more >](#)

**Georgia-Pacific**  
 Benefiting from Georgia's deepwater terminals.  
[Read more >](#)

**SHEP**  
 Harbor deepening moves into construction phase.  
[Read more >](#)

### ESSENTIAL TO THE WORLDWIDE SUPPLY CHAIN

See what the experts are saying about the importance of Georgia's ports to support the global supply chain.

#### FIRST MILE / LAST MILE

Rick Gabrielson, Vice President of Transportation at Lowes, and Chris Swartz, Director of Global Transportation & Logistics Services for APC International, discuss how GPA's gate fluidly allows quick truck turns and speed to market.



#### JUST IN TIME

Mercedes Hernandez Garner, Manager and Head of Section for KIA Motors Manufacturing Georgia, and William Jackson, Warehouse Manager for IKEA's Savannah distribution center, talk about the strategic location of Georgia's ports providing the capability for non-stop production and faster distribution.

### 3) Planning and Programming

**Goal:** Engage commercial audiences by sharing relevant information in a visual way.

**Objectives:**

- 20% open rate for combined email blasts between the Journal of Commerce and Maritime Executive
- More than 100,000 impressions

**Target Audience:**

Beneficial cargo owners, carriers, 3PLs, logistics providers

These audiences share common needs, which align to our existing ad platform: access to market, speed and convenience. Most of the qualified audience will have an awareness of the Ports of Savannah and Brunswick, but may not understand key benefits.

### 4) Actions and Outputs

An internal focus group, including members of the communications and trade development teams, established a list of commercial advantages based on input from previous client interaction.

Once the topic list was established, GPA worked with an outside video production firm that taped interviews, but used existing b-roll to keep costs down.

GPA partnered with the Journal of Commerce and Maritime Executive publications to directly distribute the video via email to lists of recipients determined through likely interest.

After the initial emails, the videos were posted to the GPA website and Youtube channel, and shared via social media.

The complete **timeline from conception to approval from all participants was three months.**

A **GPA staff of three** managed the project and provided creative direction. An outside production company handled the video production. The four videos, utilizing new footage as well as b-roll, cost \$13,300.

# GEORGIA PORTS AUTHORITY

## Gateway to the World Video Series

Gateway to the World Georgia Ports Authority

### GATEWAY TO THE WORLD

See how GPA's scalability is leading the way to global success.



**SCALABILITY**  
WATCH NOW

Watch the second installment of GPA's four-part video series. See why the Panama Canal Authority and The Home Depot are looking to Savannah for the unmatched support they need for larger ships and continued growth.

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<https://goo.gl/VoEPBg>  
Runtime: 1:30

Gateway to the World Georgia Ports Authority

### GATEWAY TO THE WORLD

See how GPA's infrastructure is leading the way to global success.



**INFRASTRUCTURE**  
WATCH NOW

Watch the first installment of a four-part video series. See why Caterpillar and Georgia Pacific rely on Georgia's ports and infrastructure to get to global markets with more speed and less cost.


Copyright 2008-2011 by Georgia Ports Authority

<https://goo.gl/gqeNuI>  
Runtime: 1:14

Gateway to the World Georgia Ports Authority

### GATEWAY TO THE WORLD

See how GPA's first mile / last mile connections are leading the way to global success.



**FIRST MILE / LAST MILE**  
WATCH NOW

Watch the third installment of GPA's four-part video series. See why Lowe's and A/C International depend on the fast turnarounds at the Port of Savannah to speed cargo to market.

Copyright 2008-2011 by Georgia Ports Authority

<https://goo.gl/RC0eS2>  
Runtime: 1:24

Gateway to the World Georgia Ports Authority

### GATEWAY TO THE WORLD

See how GPA's just-in-time capabilities are leading the way to global success.



**JUST IN TIME**  
WATCH NOW

Watch the final installment of GPA's four-part video series. See why Ka Motors and InEA rely on the strategic location of Georgia's ports to ensure production never stops and distribution never slows.

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<https://goo.gl/DDCFns>  
Runtime: 1:12

### 5) Results

These targeted videos allowed GPA to focus messaging on specific segments of audience and the results definitely exceeded expectations.

Replies to the emails netted positive comments about how people learned about GPA, and thought the videos were a great way to communicate what was going on with the port.

Each email contained a GIF of the video linked to the video on GaPorts.com. Recipients were able to forward the emails to other people, which resulted in hundreds of new subscribers to GPA's email list.

#### Overall Results:

Video Eblasts Journal of Commerce and Maritime Executive

Total sent: 91,276

Total opens: 18,940

Percent opened: 21%

#### Impressions:

Between the landing page (Gaports.com/gateway to the world), the eblast campaign with Maritime Executive and JOC and the social results, 114,077 people were reached.

Objectives:	Results
20% email open rate	21% open rate
100,000 impressions	114,077 impressions to date