

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6141

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 | <u>X</u> | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

Please check the appropriate box:

☐ CATEGORY 1 ☐ CATEGORY 2 ☒ CATEGORY 3

Entry Title: Gateway to the World

Name of Port: Georgia Ports Authority

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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

Gateway to the World



The "Gateway to the World" publication tells the stories of major corporations from across the country that rely on the Georgia Ports Authority to provide excellent, efficient service and market connectivity. Sharing these stories illustrates the importance of the Savannah Harbor Expansion Project as GPA continues its effort to secure additional federal funding for the project.



Challenge:
Illustrating
the broad
reliance of
companies
headquartered
in many states
upon GPA
services.

1) Challenge and Opportunity

This effort was created to tell the stories of major corporations from across the country that rely on the Georgia Ports Authority to provide excellent, efficient service and market connectivity. Sharing these stories illustrates the national importance of the Savannah Harbor Expansion Project as GPA continues its effort to secure additional federal funding for the project.

By illustrating the broad reliance of companies headquartered in many states upon GPA services, Gateway to the World served as a discussion-opener in lobbying efforts to win support for federal funding for the harbor deepening.

An important opportunity the publication helped address was the need to show that a broad array of members of Congress had an interest in the success of the Port of Savannah through the interests of their constituent corporations and workers.

2) Connection to GPA Mission

As construction of the Savannah Harbor Expansion Project is under way, the GPA's main communication goal is to share the national benefit to be derived from this infrastructure project. This message is of utmost importance as GPA works to retain full federal funding for the project.

The Gateway to the World publication is one piece of a campaign of the same name. Other pieces include a blog with social media components, print ads placed in trade publications, and a series of four videos shared via email link with current GPA customers and on Youtube.

The entire campaign can be found at www.gaports.com/GatewayToTheWorld.

3) Planning and Programming

Goals:

The goal of the publication was to help answer two questions. The first: Why should the federal government fund the Savannah Harbor Expansion Project? And secondly: Why should I choose to move cargo through the Port of Savannah?

Objectives:

1) Partner with an array of industries, broad in both geographic location and field of endeavor to illustrate the extent of the importance of the Savannah Harbor Expansion Project.

2) Share the finished piece with influential lawmakers, other federal officials, and potential customers in person and online.

- 1,000 copies delivered in-person to influencers

- 5,000 impressions across social media

For potential customers, the piece represented a reassurance that a decision to choose the Port of Savannah was sound, as the testimonials underscored the economic and logistical reasons to move cargo through Savannah.

Target Audience:

While federal officials were our primary audience, current and potential customers constituted a secondary audience.

The print project began by researching the different industries that use the Port of Savannah and who will be affected positively by the deepening.

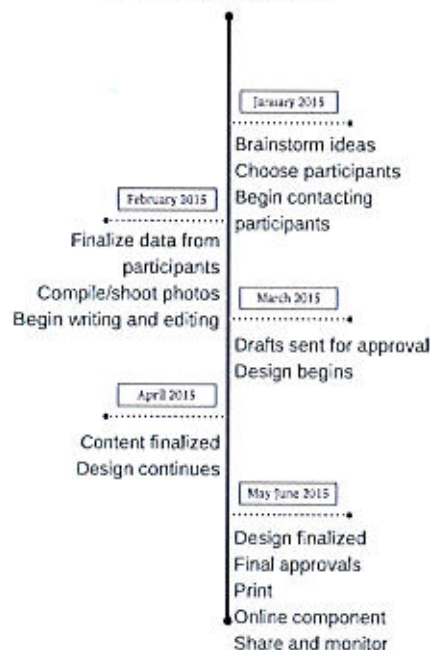
Likely companies were chosen based, in part, on national name recognition and geographical spread across the U.S.

Thought was also devoted to the types of businesses to be highlighted, so that the book includes port customers ranging from the retail sector to agriculture and manufacturing.

The publication required the work of two staff writers, a staff photographer, contract photographer, as well as a contracted graphic designer and printing company.

4) Actions and Outputs

TIMELINE



Each participant was contacted to determine their willingness to participate, and to obtain still photos to be used in the print product.

A series of questions was sent to each participating company. Their responses were used to develop testimonial articles stating why they chose the Port of Savannah, and how the GPA helps the company to be more successful.

In addition to photographs obtained from the companies, the GPA used aerial photography to show the grandeur and scope of the port operation. The aerial photos also helped to impart a feeling of the global nature of the business, starting with the cover shot of a grand vista at the mouth of the Savannah River.

Portraits and detail images derived from staff and contract photography were also used to illustrate the articles.

The GPA contracted a graphic designer to develop the look of the piece. Over a period of a month, GPA Corporate Communications staff reviewed initial proofs, gave feedback and then settled on a final design with the graphic designer. Total cost of the design work for the 28-page publication was \$3,500.

Upon completion of the design, GPA worked with our printer to determine the best way to present the stories in final, printed form.

After reviewing mock-ups from the printer, we settled on a spiral-bound piece with a 100# McCoy silk cover, with the entire document printed in a six-color process. Total cost for 1,000 copies was \$9,269. We chose the spiral-bound format because of its lay-flat capability. The black spiral binding virtually disappears, allowing the reader to experience the stories in a manner more like a series of 11x17 posters than a magazine or brochure.

The finished piece was shared in one-on-one meetings involving GPA government relations and federal officials, as well as GPA Trade Development staff and customers.

Staffing:

1 staff writer
1 project manager
1 staff photographer
1 contracted designer

GEORGIA PORTS AUTHORITY

Gateway to the World

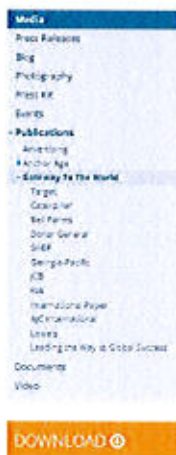
Gateway
to the World
online:

<http://goo.gl/ijg1Yg>



GATEWAY TO THE WORLD

Media Publications Gateway To The World



American businesses shipping products to distant nations across the globe have chosen the Port of Savannah as a critical gateway to their supply chains.

In the following pages, industry leaders will detail the size and scope of their operations, and how their businesses and the nation's economic well-being would be jeopardized — if not for Savannah's continued reliable, efficient and cost-effective operation.

Today, the Port of Savannah reaches 44 percent of the American population — roughly 140 million people — within a 24-hour drive.

It serves as the cargo hub for a region covering the entire U.S. Southeast and reaching into the heartland. Beyond the nation's economic well-being, the port creates jobs and economic opportunity throughout the country.

Featured in the center of this publication (page 14) and at the heart of the Southeast's ability to continue creating jobs and building for the future is the Savannah Harbor Expansion Project.

The harbor deepening, which has entered the construction phase, will allow today's larger, more efficient ships to transit the channel with heavier loads and greater scheduling flexibility.

A deepened harbor is important because the shipping industry is moving to larger vessels. In 2015, the Panama Canal will complete its expansion. The new locks will send ships to Savannah that are as much as three times the capacity of ships currently able to transit the Canal.

Major manufacturers and retailers look to the harbor deepening as an important opportunity to become more competitive at home and abroad. U.S. Army Corps of Engineers studies show that Super-Post-Panama vessels more efficiently served by a deeper Savannah Harbor will lower shipping costs for commodities by \$170 million a year.

Deepened costs per container will lower the bottom line for the more than 21,000 U.S. businesses and thousands of international businesses shipping via the Port of Savannah.

The following testimonials from port customers show how the Georgia Ports Authority is a key part of their supply chain, and why meeting the new industry standard in Super-Post-Panama capacity at the Port of Savannah is vital to the nation's economy.



Download This Issue

Inside Gateway To The World:

Leaders from a diverse group of industries discuss the importance of the Georgia Ports Authority and the Port of Savannah, not only to the efficiency of their own supply chains but also to the nation's economic growth at a whole.

Stories include:

- Target
- Home Depot
- Cargill
- Bell Farms
- Dollar General
- Georgia Pacific
- JCB
- N/A
- International Paper
- AP International
- Unico

5) Results

The Gateway to the World publication was part of GPA's overall marketing effort to obtain funding for the Savannah Harbor Expansion Project. In that regard, the piece has been successful thus far, in that the Obama Administration has devoted \$42 million toward the project in its budget proposal to Congress – more than any other port project in the country.

GPA lobbyists and sales staff queried on the publication's impact have shared input from their meetings with officials and customers, noting the positive impression left by the types of companies willing to endorse the Port of Savannah, including nationally recognized names such as The Home Depot, Target, Caterpillar and Lowe's.

Objective: Partner with an array of industries, broad in both geographic location and field of endeavor to illustrate the extent of the importance of the Savannah Harbor Expansion Project.

Result: Eleven companies, both local and international, participated in the effort. Notable partners included Target, The Home Depot, Dollar General, KIA and Lowe's.

Objective: Share the finished piece with influential lawmakers, other federal officials, and potential customers in person and online.

- 1,000 copies delivered in-person to influencers
- 5,000 impressions across social media

-Result: About 800 copies were delivered to both legislative officials along with influential customers. Nearly ten publications covered the campaign including local media such as WJCL and influential trade publications such as The Journal of Commerce.

-Result: GPA is currently in the process of sharing the individual stories across social channels. Currently the JCB and Georgia-Pacific stories have been shared garnering 4,066 impressions to date.