

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6109

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 | <u> X </u> | 13. Videos | _____ |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

Please check the appropriate box:

- CATEGORY 1 CATEGORY 2 CATEGORY 3

Entry Title 2015 Indiana Logistics Directory
Name of Port Ports of Indiana
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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.

4. Identify the entry's primary and secondary audiences in order of importance.

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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.

Ports of Indiana 2015 Indiana Logistics Directory Entry Statement

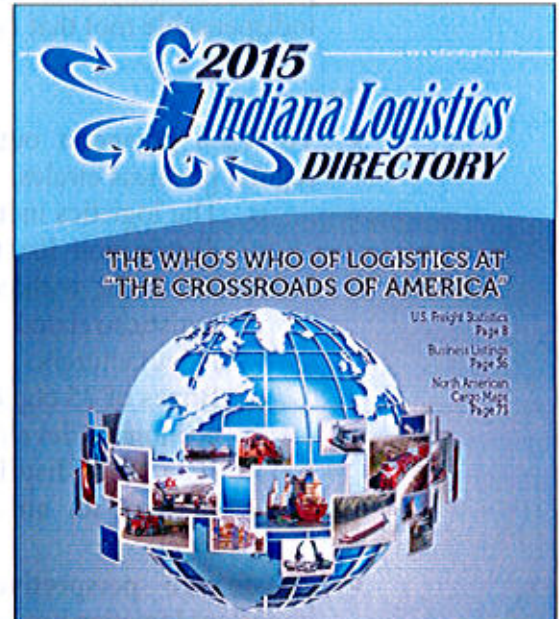
Summary:

The Indiana Logistics Directory is the single most comprehensive publication on Indiana logistics and serves as the professional guide that promotes the Midwest's transportation, distribution, logistics and related resources to local, national and international markets.

1. Communications Challenge/Opportunities

The state of Indiana is well-known for its central location and a variety of transportation options. The Indiana state motto is "The Crossroads of America." To celebrate this advantage and showcase the freight transportation industry as an important resource, the Ports of Indiana publishes the annual Indiana Logistics Directory to promote companies from the freight transportation industry – including water, rail, truck and air logistics.

In a state frequently thought of as landlocked, waterborne transportation can be easily overlooked – even by those in the transportation industry. By creating a statewide logistics directory, the Ports of Indiana is able to position itself as the state's premier expert on freight transportation and a leader in the logistics industry. This enables us to market the ports to a much wider audience of new prospects, who may not initially think of waterborne transportation.



2. Communicating the Ports of Indiana's Mission

Since 1961, the Ports of Indiana has been a valuable asset to the state of Indiana. The self-funded enterprise generates significant economic development by creating jobs, attracting businesses to the state and providing access to global markets. Its management team brings an entrepreneurial approach to the organization that invites opportunities and strategies for expansion, self-sufficiency and innovation.

Our Mission: "To develop and maintain a world-class port system that operates as an agile, strategically-driven, self-funded enterprise dedicated to growing Indiana's economy."

The Directory is a marketing and development tool: promoting the Ports, the businesses that reside at each port and the logistics and support companies that work in concert with the ports and port partners. It highlights the Ports of Indiana as an essential piece of the greater logistics and transportation industry in the state.

3. Planning and Programming

Goals:

- To serve as a professional guide and promotional tool that markets Indiana's transportation, distribution, logistics and related resources to local, national and international markets by showcasing top companies and organizations involved in the industry;
- To provide an extensive list of the region's "who's who" in this industry;
- To act as the primary resource for logistics in Indiana;
- To garner valuable goodwill and the building of relationships with public officials, private industry and economic development leaders by providing them with an indispensable tool that markets the entire state.

Objectives:

- To reach prospects outside of Ports of Indiana's regular business circles.
 - The logistics industry is a broad one, and the distribution list for the publication reflects the scope, with copies mailed to a variety of logistics-related organizations and manufacturers.
 - Boxes of 25 copies are sent to more than 150 economic development groups around the state for distribution and each sponsor receives an amount based on sponsorship level.
- To feature perspectives from key leaders on important logistics issues.
 - The Directory features editorial pieces from logistics leaders in the Industry Insights section. Organizations are asked to submit an op-ed highlighting an issue or trend within the industry and their organization's response to it, positioning the organization as a logistics leader.
 - A Logistics Leadership Survey features responses from eight logistics leaders, touching on pressing topics in their field, new developments on the horizon and advice for students regarding a career in the industry.
- To promote Indiana's three ports as part of a larger, well-connected freight transportation network at the "Crossroads of America."
 - Ports of Indiana and waterborne shipping are highlighted throughout the Directory, including an Inside the Numbers page, the Logistics Leadership Survey, a Business Listing section, Port maps and advertising.
 - The 2015 Directory featured a new section, Maritime Transportation Assets, which includes port authorities, harbors and facilities along Indiana's Ohio River and Lake Michigan borders.



Audiences:

- The main target audience for our Directory includes businesses that might consider locating in Indiana as well as current and potential users of Indiana transportation resources.
- Secondary audiences include government officials and state-wide economic development groups promoting Indiana to businesses around the world.

4. Actions and Communication Outputs

Strategies:

Our primary strategy is to showcase Indiana as a logistics powerhouse. The state has three ports, an extensive highway system, one of the most wide-ranging rail networks in the country and the second largest FedEx air hub in the world. It is also home to a variety of academic opportunities in the logistics field. We strive to promote all of these different aspects of the industry. Since waterborne transportation is often overlooked in Indiana because we are not on an ocean, the Directory is able to raise awareness for our vital maritime industry by positioning it as an integral piece of the overall logistics puzzle. Our secondary strategy is to promote individual logistics-oriented businesses.

Tactics:

We accomplish this by featuring articles that highlight not only water, but rail, truck and air freight as well as the wide variety of logistics education programs present in the state. We also include an annual listing of rankings – think of it as the state’s logistics report card – showing where Indiana ranks in significant logistics categories. Pulled from studies from the U.S. Census Bureau, the Association of American Railroads, U.S. Department of Transportation and more, the rankings highlight Indiana’s standing in logistics-related categories compared to other states. The 2015 edition expanded this section from four to nine pages, giving each mode, as well as NAFTA and employment statistics, at least one page of ranking “Top 10s.”

To promote statewide logistics businesses, the directory pages include over 1,000 Indiana logistics-related businesses in the categories of Transportation, Freight Services, Education/Workforce, Economic Development and Professional Services with 46 different subcategories – everything from small “mom and pop” trucking companies to some of the largest corporations. We contact each of the individual businesses on an annual basis by email or fax to update their records and also share our marketing messages for the Directory initiative, and by default, our ports as well.

Since the 2013 edition, the Indiana Logistics Directory increased in size by over 60 percent. We added a map section and an index of businesses in 2014, adding value and increasing ease-of-use to the publication. In addition to the expanded Top 10s, the 2015



edition includes another new feature – the Maritime Transportation Assets inventories – highlighting ports, terminals and facilities found on the Ohio River and Lake Michigan shores, showcasing how expansive the industry is in the state.

Implementation Plan:

The Indiana Logistics Directory is produced annually by a combination of in-house staff, sponsors, an outside graphic designer and printer. The cost to produce and print the 2015 edition was approximately \$25,000. We print 10,000 copies, of which approximately half are given to economic development groups around the state for distribution. More than 3,000 are mailed to U.S. logistics companies, manufacturers and key government leaders and 500 are given to sponsors for their own distribution. An additional 500 copies are distributed at the annual Indiana Logistics Summit, a sister event to the publication coordinated by the Ports of Indiana. The remaining Directories are distributed by the Ports of Indiana at tradeshows, included in business development presentations and mailed out by request. The online version – located at www.indianalogistics.com – also allows worldwide access to the Directory as well as advertisers’ and companies’ contact information.



5. Evaluations Methods and Communications Outcomes

To measure the success of this publication, we conducted a focus group, monitor the web reads of the online version, and track the advertising revenue.

Our focus group included key Ports of Indiana partners. When asked to rate the publication’s quality, all commentators rated it a 4.2 out of 5. (One commentator explained she “never gives fives”).

Comments from participants include:

- “I like the logistics rankings, facts and figures. It helps tell our story in economic development as we try to attract business.”
- “We have the publication available in our office, and distribute to clients when they ask about logistics. We are very impressed and pleased and could use another box.”
- “This contains a lot of good, impactful information.”
- “I use the stats and the maps the most. When we get leads for a project, we like to boost our chances with the stats.”
- “This publication is well-produced. Looks good, with a lot of content people can utilize.”

Three participants expressed interest in having info graphic elements made available in jpg or pdf form for distribution and promotional purposes due to their clarity and impact. These organizations find they distribute materials increasingly online, and avoid leaving handouts. In response, we now offer digital versions of elements such as maps, statistics and info graphics.

Our online version of the Directory is located on www.IndianaLogistics.com, and hosted through the website Issuu. The 2015 edition was read a total of 1,277 times, with the total amount of time spent reading tallying in at 5.7 days. This is an increase from 2014's edition, which had 963 reads totaling 3.7 days.

We also measure the financial success of advertising sales. This puts a solid figure on the value that our stakeholders see in the publication. The Directory has become so popular and valued among its target audience that it turns a sizeable profit each year. The 2015 edition brought in a record total of more than \$93,000 in advertising dollars from 25 sponsors, a dollar increase of five percent from the previous edition and up from only 11 sponsors and \$49,000 just four years earlier.

Overall, the Indiana Logistics Directory has been a very successful marketing tool for the Ports of Indiana to promote our ports as part of a larger picture – Indiana is an all-around logistics powerhouse. This allows us to continue to reach new people who may not look to waterborne transportation first, but quickly see the value and opportunity when considering it as part of the region's overall transportation system. While we do measure our success in advertising revenue, the true value of this publication is as a marketing tool that showcases our ports, and Indiana's logistics sector, as logistics leaders to a global audience.