

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6127

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 of Longview: Washington's Working Port (Promo Video)

Name of Port: Port of Longview

URL: <http://bit.ly/1rG87nZ>

Run time: 2 min. 6 sec.

Port Address: 10 Port Way, Longview, WA 98632

Contact Name/Title: Dan Polacek, Communications Coordinator

Telephone: (360) 425-3305 Email Address: dpolacek@portoflongview.com

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.

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WASHINGTON'S WORKING PORT

AAPA 2016 COMMUNICATION AWARDS CATEGORY: VIDEO

INTRODUCTION

The most emotional and compelling piece of our recent rebrand comes in the form of our main promotional video. The footage was all shot by labor partners, customers and staff who had their boots on the ground. Using a mix of cameras, including dynamic GoPro footage and cell phone video, we were able to create a fully immersive experience, giving the viewer a never-before-seen, inside look at all the moving parts of daily Port of Longview operations. The purposefully gritty aesthetic and hand-held camera work gives our video an immediacy and embraces the very essence of the hardworking folks in our community; dramatically underscoring our brand as Washington's Working Port.

1. WHAT ARE/WERE THE ENTRY'S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?

Since the events of 9/11, and the closure of our terminal to the public, our facility has largely been a mystery to those who live in our area. With no access, regular people who work and live in our community are simply unaware of our day-to-day operations. We realized having a video representation of our brand would give us a powerful, measurable and accessible tool to educate stakeholders and the citizens of the Port district on the important role the Port of Longview plays in the regional and worldwide economy.

Other challenges included finding cost-effective means of shooting footage while working within the confines of a limited budget, demonstrate to the public that the Port supports a variety of jobs—not just Longshore work, and making our video as impactful and engaging as possible in an era of dwindling attention spans.

2. HOW DOES THE COMMUNICATION USED IN THE ENTRY COMPLEMENT THE ORGANIZATION'S OVERALL MISSION?

The Port of Longview's mission statement reads, "To excel in international and domestic trade through efficient services and strategic investments to stimulate commerce and development for the benefit of our communities."

We feel our promotional video fleshes this concept out by showcasing all of the facets that make the Port so successful in bold headlines superimposed over compelling visuals. The video allows our community to see their reflection and understand that we are working hard to stimulate commerce and development, reinforcing our mission statement.

3. WHAT WERE THE COMMUNICATIONS PLANNING AND PROGRAMMING COMPONENTS USED FOR THIS ENTRY?

Our new brand is truly a reflection of our community; honest and hard working. Instead of just saying "we create local jobs", we wanted to show them. This process removed the corporate fluff and allowed us to show our people in the trenches every day, using engaging video, music and references that our audience (customers and community) can identify with.

4. WHAT ACTIONS WERE TAKEN AND WHAT COMMUNICATION OUTPUTS WERE EMPLOYED IN THIS ENTRY?

Creating a video of this scope meant having a strong communications plan and we didn't leave anything to chance. Working closely with our Terminal Operations department, we coordinated vessel schedules for the on-dock shoots; we obtained necessary permissions from customers to travel to various off-site work sites and held several meetings with our branding firm to compile, edit and review our work; this would be the only outsourcing we utilized.

Performing most of the work ourselves not only kept us under budget, but it gave our video an authenticity that complimented the overall piece.

5. WHAT WERE THE COMMUNICATIONS OUTCOMES FROM THIS ENTRY AND WHAT EVALUATION METHODS WERE USED TO ASSESS THEM?

Since uploading our promo video to our Facebook page and YouTube—and evaluating our results through their respective metrics systems—we have received over 2,000 views and reached more than 3,000 people.

The video has proven wildly successful at trade shows and at community outreach events. Below are just a few of the comments we've received from the public:

- "POWERFUL PROMO VIDEO! Makes one proud to be a part of this community!"
- "Keep up the good work, glad we all are moving forward with bringing in more import/export business. This is why the Port was built in the first place. My father retired from here as a proud Longshoreman. He would have enjoyed seeing the Port being promoted in a positive way."