

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

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. <b>Miscellaneous</b>     | <b>x</b> | 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 – Miscellaneous (Rebrand)**

Name of Port: **Port of Longview**

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.



# WASHINGTON'S WORKING PORT

## AAPA 2016 COMMUNICATION AWARDS

### CATEGORY: MISCELLANEOUS

#### INTRODUCTION

In late 2013, Port commissioners voted to approve a budget for the following year that included funds for a complete rebrand of the Port of Longview; this would include an all-new logo, messaging, collateral and marketing materials. Shortly after, the Port's External Affairs department began to scout branding agencies whose strategists and designers could successfully translate the values of the Port of Longview into a dynamic visual that would give us an edge in an otherwise crowded marketplace. The fruits of our collaboration with their creative team resulted in a multiple-award winning new symbol and tagline, "Washington's Working Port".

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

For decades, the Port of Longview struggled to embrace a visual identity. We knew we needed a stable foundation from which we could build our communications tools and we needed it all: a logo, standard colors, design guidelines and everything in between. Most importantly, we needed an identity that would embrace and promote our strengths; one that created a sense of team and one that we could all truly stand behind and be proud of.

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

Rebranding the Port of Longview falls completely within the guidelines of our mission statement, which 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."

By investing in and developing the Port's visual identity, we now have a powerful tool that has positioned the Port of Longview to make a considerable impact on both the national and international level.

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

Creating an identity that captures nearly 100 years of history is no simple task. We worked closely with agents from our branding firm to identify our best qualities and to create a logo that could powerfully symbolize the blood, sweat and tears that go into keeping local and international business moving through the Port of Longview. Countless initial sketches and ideas were submitted and reviewed; some were kept, some were discarded. Working with the story of the Port and visualizing what "Washington's Working Port" means lead us directly to our goal.

Many of the value-added cargo services we were providing at the Port were never promoted as strengths because they've always been a part of what we do. We didn't consider ourselves heroes for going above and beyond for our customers, or think our cargo handling solutions were anything more than just doing what had to be done. Through this process we found that who we are IS our strength and by promoting it to new and potential customers (and our community) we could attract additional business.

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

As a top-performing port in the state of Washington, we knew that our decades-old logo and brand didn't reflect who we are. We knew that in order to maintain growth and stay competitive, we had to identify our strengths, refine our message and identify our weaknesses. Focus groups were established for a select group of existing customers and internal staff to identify how the Port of Longview is perceived in the business community, as well as in our local community.

After our findings were analyzed and reviewed, we found our new tagline hiding in plain sight: "Washington's Working Port." This new would phrase would become synonymous with the Port of Longview. As our brand and story started to take shape, it became clear that this phrase would be an important element in the visual translation as well; a platform on which the Port can proudly stand and claim as their own.

When the visuals and messaging were firmly in place, we forged a timeline of launch events that included a multi-media presentation to staff, press releases to local and national media and features in our all-new monthly newsletter. Once the word was out, our rebrand project was met with resounding enthusiasm and acclaim.

"This is what we should all be doing," replied one of our partner ports, after watching our new promotional video along with other representatives from all of Washington's 75 ports.

Our legislative leadership and congressional partners have praised our efforts, our community has thanked us for honestly and proudly representing them and our staff believes in it. The Port of Longview has finally found its place in the world.

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

After successfully launching our new brand to the masses, it didn't take long for us to realize what an impact it was making throughout our community and to those in the industry. Local citizens on our Facebook page are clamoring for Port of Longview merchandise, trade show delegates are constantly impressed with our new booth and video presentations and we've received multiple national and international awards for our efforts. It's just the icing on the cake for one of the most successful projects that we've had the pleasure of implementing here at the Port of Longview.

##### AWARDS RECEIVED

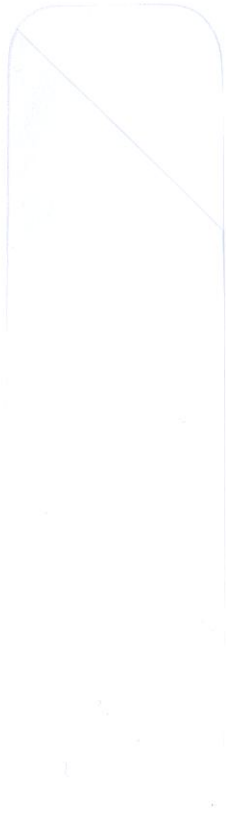
- 21st Annual Communicator Awards - Category: Brand Guidelines (Gold)  
<https://www.communicatorawards.com/winners/list/?l=R&event=10&category=3&award=E>
- American Advertising Awards / Seattle - Category: Logo (Silver Addy)  
<http://www.aafseattle.com/blog/the-addy-winners-are-in>
- International Association of Ports & Harbors - Category: Communications Award (Bronze)  
<http://www.iaphworldports.org/members/iaph-awards-2015-winning-entries>
- HOW Awards - Category: Logo Design (Merit Award)  
<http://www.howdesign.com/design-competition-galleries/promotion-marketing-2015-design-awards-winners/>



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Entry Classification: Miscellaneous

Contact Person: Dan Polacek

Port: Port of Longview

AAPA 2016 Communications Awards

**OFFICIAL ENTRY LABEL**



**WASHINGTON'S  
WORKING PORT**



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