

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6212

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 X CATEGORY 2 CATEGORY 3

Entry Title: Cargo Marketing Video Series - Container and Breakbulk

Name of Port: Port of New Orleans

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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.

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Cargo Marketing Video Series – Container and Breakbulk

The Port of New Orleans created a new cargo marketing video series, one video featuring our container capabilities [available online here: <http://bit.ly/1Vycv4s>] (running time 1:25); and the other featuring our breakbulk handling [available online here: <http://bit.ly/1pz8cYA>] (running time: 1:21). Both videos are available in English, French, Spanish, Portuguese, Japanese and Mandarin.

1. Communications Challenges or Opportunities

The cargo marketing videos were created through a collaborative process involving the commercial team, communications team, executive staff and a third-party consultant to do the filming and ensure branding consistency. Challenges involved in bringing together multiple viewpoints and limited availability were overcome by using a transparent process that outlined every step in the creation of the videos and incorporating a feedback loop directed by our communications manager. This quality control was applied to every aspect of production, from script writing and editing to the logistics of scheduling filming.

Addressing our role as a global port brought additional challenges in the need to create multi-lingual versions of the videos. Those were overcome by working with the third-party vendor to identify qualified interpreters and voice actors to create the appropriate narrations.

2. Mission

The Port of New Orleans' mission is: *to be a proactive, customer-oriented, financially healthy service organization whose primary purpose is to maximize the flow of foreign and domestic waterborne trade and commerce with relevant markets by providing, directly or through third parties, highly productive facilities, equipment and support services to meet the specialized needs of shippers and ship operators.*

The cargo marketing videos aim to express our mission to an international audience of shippers, freight forwarders, vessel operators, terminal operators and even value-added service manufacturers. Playing on our intermodal strengths and customer service, we tied in our advertising campaign slogan "Our Connections Run Deep" for continuity and to further communicate our position as a deep-draft international seaport on the Mississippi River.



3. Communications Planning and Programming Components

Our goal in creating these new communication pieces was to provide new tools for people to easily learn about the breadth of our capabilities and take away an understanding of how the Port of New Orleans is an asset for their business, with particular attention to the global shipping industry.

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We aimed to launch the videos first in English, and then in the other five languages, and did so on-schedule in November 2015. In their first year, the videos will have been seen in more than 50 countries by more than 300 companies, not including the capacity for viral viewing on the internet and the digital copies we distributed to stakeholders to screen at their discretion.

The primary audience is the international business community and the secondary audience includes community partners, elected officials, schools and anyone with a desire to learn more about our operations.

4. Actions Taken and Communication Outputs Employed

The videos share the strategy of communicating our overall strengths, then each specifically educates the viewer on either container or breakbulk operations. We implemented the videos by premiering them at our annual State of the Port event where they were introduced by Port President and CEO Gary LaGrange. They were screened to a room of 250 port industry stakeholders and members of the media. They were also posted to our YouTube page and the press release covering the State of the Port included a link to the webpage to garner additional media coverage. Staffing was comprised of our commercial (4 staff), communications (3 staff) and outsourcing the third party vendor for production.



5. Evaluation Methods

Ultimately, the videos were measured as successful based on the experience of our Chief Commercial Officer and how he judged they would be received by customers. Combined with the communications expertise of our staff and third party vendor, the editorial direction and final products were considered successful. Metrics concerning internet page views are being monitored and screenings of the videos during conferences and customer meetings are also being measured to insure we are meeting our objectives.



PORT NOLA

THE PORT OF NEW ORLEANS

Video: Cargo Marketing Series – Container and Breakbulk

Running Time: 2:46 (total)

Container link: <http://bit.ly/1Vycv4s>

Breakbulk link: <http://bit.ly/1pz8cYA>

