

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6202

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 | <u> X </u> | 8. Overall Campaign | <u> </u> |
| 2. Advertisements – Series | <u> </u> | 9. Periodicals | <u> </u> |
| 3. Annual Reports | <u> </u> | 10. Promotional/Advocacy Material | <u> </u> |
| 4. Audio-Only Presentations | <u> </u> | 11. Social/Web-Based Media | <u> </u> |
| 5. Awareness Messaging | <u> </u> | 12. Special Events | <u> </u> |
| 6. Directories/Handbooks | <u> </u> | 13. Videos | <u> </u> |
| 7. Miscellaneous | <u> </u> | 14. Visual-Only Presentations | <u> </u> |
| | | 15. Websites | <u> </u> |

Please check the appropriate box:

CATEGORY 1 CATEGORY 2 CATEGORY 3

Entry Title: "Making Big Look Easy" advertisement

Name of Port: Port of New Orleans

Port Address: 1350 Port of New Orleans Place, New Orleans, LA 70130

Contact Name/Title: Renee Aragon Dolese, Communications Manager

Telephone: 504-528-3363 Email Address: doelser@portno.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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“Making Big Look Easy” Advertisement

The Port of New Orleans created an advertisement called “Making Big Look Easy” to communicate and market our capacity for heavy lift and breakbulk cargo. It was created as a stand-alone, but complementary, advertisement to our “Our Connections Run Deep” campaign.

1. Communications Challenges or Opportunities

The advertisement was created through a collaborative process involving the commercial and communications team, working to target the message and preserve branding consistency. Our target audience for the ad is customers who have needs for heavy lift and breakbulk cargo. It can be challenging to visually express our work with heavy lift compared to containers, and this ad works to highlight our project cargo capabilities.

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 “Making Big Look Easy” ad shows our capabilities 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 Programing Components

Our goal in creating this ad is to impress the reader with our capacity for heavy lift and breakbulk cargo. By using a single image of a heavy lift job, we focus the reader visually and allow easy comparison of the cargo to the worker standing near it. Our objective was to play on the nickname of New Orleans, “The Big Easy,” and remind customers that the Port of New Orleans can handle even the biggest jobs with ease. We also wanted to further embrace and maximize the strong brand that is New Orleans, like we do with the fleur de lis in our logo.

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We run the ad in publications like *Heavylift & Project Forwarding International* to help reach our target audience.

4. Actions Taken and Communication Outputs Employed

The ad was created to reach a targeted audience of customers who have specific cargo needs in heavy lift or breakbulk. We implemented the ad in the production schedule of publications with that audience. Any one on our communications team (3 staff) can edit the ad, with one person on lead, one person as backup and our communications manager giving final approval of proofs.

5. Evaluation Methods

The ad was measured as successful by the anecdotal feedback our commercial team received from customers and by the judgement of our communications team. Metrics regarding *Heavy Lift* magazine's circulation show an international audience of over 80,000 readers.



6202

PORT NOLA

THE PORT OF NEW ORLEANS

Please Note: The published advertisement for "Making Big Look Easy" can be found on the tabbed page (67). Thank you.

