

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 | X |
| 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. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

Please check the appropriate box:

<input type="checkbox"/> CATEGORY 1	<input checked="" type="checkbox"/> CATEGORY 2	<input type="checkbox"/> CATEGORY 3
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Entry Title **Our Connections Run Deep Campaign**
 Name of Port **Port of New Orleans**
 Port Address **1350 Port of New Orleans Place**
 Contact Name/Title **Renee Aragon Dolese**
 Telephone **504-528-3363** Email Address **doleser@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.

- 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.
- 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.
- 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.
- 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.
- 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.

Port of New Orleans Entry Statement – Overall Campaign

Our Connections Run Deep

This is an overall branding campaign embraced by Port of New Orleans branding efforts across all divisions and across multiple marketing platforms.

1) Challenges or opportunities:

When the Port of New Orleans launches a new advertising and/or brand awareness campaign it is imperative that it is inclusive of our cargo handling capabilities, our cruise and tourism, and our community and economic impacts. We wanted a campaign that addressed these multiple needs:

- **Capabilities:** We often counteract the misperception that we are not a deep draft port.
- **Connectivity:** We are one of the most intermodal ports with connections to 33 US states and Canada by all six major railroads, the inland river system and the interstate highway system. We also have a growing network of ocean carrier services.
- **Community outreach:** We engage in an ongoing effort to engage and educate the community about how the Port is connected to its people and economy.

2) 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 *Our Connections Run Deep* campaign builds upon the fact that the Port of New Orleans is a deep-draft multipurpose port. The campaign's tagline highlights our 14,500 miles of waterway, our connection to six class 1 railroads and the interstate highway system. The tagline also works when describing our cruise capabilities and our economic impact on the local and national economy.

3) Planning and programming components:

-- **Overall goals/ desired results:** A campaign that fit the Port's scope of influence, packaged in a clean modern design. The design also had to be functional enough that it allowed updates to images and verbiage to accommodate a variety marketing collateral needs.

-- **Objectives:** We wanted to be able to present a unified and cohesive message through our various forms of outreach. We would use the campaign as follows:

- All of the Port's print and digital advertising.
- Marketing collateral materials.
- Marketing and community focused videos.
- Port branded items such as banners and posters.

--**Target Audiences:**

Primary Audience: Potential new customers, businesses considering relocating to New Orleans, members of the port community, and Port customers and tenants.

Secondary Audience: Port of New Orleans staff and our Board of Directors.

4) Actions & Outputs:

We enlisted the assistance of Russo, a strategic branding and communications firm with offices in Lafayette, New Orleans, and Nashville, to assist us in developing the campaign. Once the campaign was finalized and the native files were turned over to a Communications staff of three began working to implement the new branding and tagline.

--**Strategies:** Working with Russo, the Communications staffers crafted messaging that matched the capabilities of the Port.

- Utilized the Port's logo and brand standards to create an eye-catching design.
- The primary color used is blue to symbolize water and our connection to the Mississippi River.
- Verbiage that linked our services to the historical aspects of New Orleans (music, food, hospitality) were used in the print advertising to create a connection to New Orleans and the Port's award winning capabilities.
- Up-to-date imagery of the Port's operations, terminals and other facilities are used in all print and digital advertising, marketing collateral, banners and videos.
- Marketing and community focused videos were built around the campaign.

--Implementation plan: The *Our Connections Run Deep* campaign began with the design of a trifold marketing brochure and print ads, followed by digital ads and more marketing collateral (pop-up banners, event invites). Most recently we have rolled three new videos designed around *Our Connections Run Deep*. Two cargo videos produced by JCW Productions and a community focused video produced by Metric Creative (both Louisiana firms) debuted in November during the 2015 State of the Port Address.

5) Evaluation methods and outcomes:

--Evaluation of success:

We ran digital banner ads in American Shipper and Breakbulk. We also ran print ads in:

International Journal of Transportation -3 times

JOC - 3 times

Maritime exec – 4 times

American Journal of Transportation – 3 times



- The videos have received a combined 1,783 views on the Port's YouTube page within the last 5 months.



Container Video

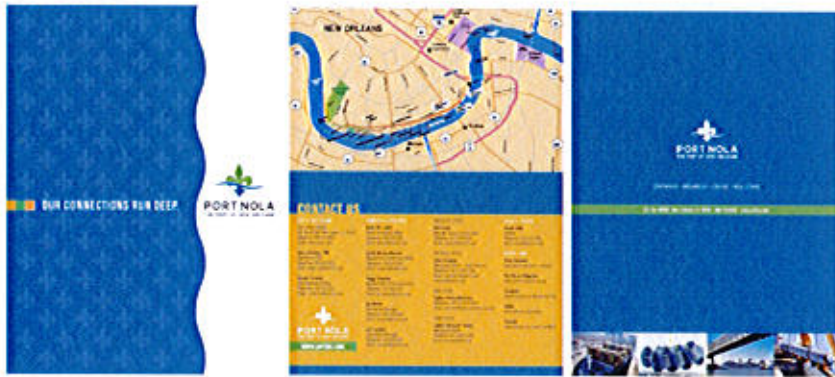


Breakbulk Video



Community Video

- The trifold marketing brochure is in high demand with our marketing staff in our New Orleans and our international satellite offices (Brazil and Tokyo). Members of the Port's executive arm also request them regularly.



--**Communications outcomes:** The campaign has been well received and embraced internally and the correlation to the Port's capabilities and New Orleans are easily understood to the general public and industry stakeholders. The campaign is being measured as successful based on feedback from the initial viewers and the expertise of Port staff. Metrics concerning internet page views are being monitored and screenings of the videos during conferences and port tours are also being measured to insure we are meeting our objectives.