

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6113

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

Please check the appropriate box:

CATEGORY 1

CATEGORY 2

CATEGORY 3

Entry Title _Full Page ad in 2016 Guide to the Palm Beaches

Name of Port _Port of Palm Beach

Port Address _One East 11th Street Suite 600 Riviera Beach FL 33404

Contact Name/Title _Tara Monks – Communications Specialist

Telephone _561.383.4138

Email Address tmonks@portofpalmbeach.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.

In the annual publication, 2016 *Guide to the Palm Beaches Business Resource Guide & Membership Directory*, Port of Palm Beach's full page ad stands proud as a right hand read at the beginning of the Business & Commerce, the first page flip after reading about the numerous business advantages for companies in Palm Beach County. The ad is simple and direct, featuring three images of the port's rail, cargo and cruise capabilities followed by headline copy stating: **Port of Palm Beach: Connecting Communities through Cargo & Cruise.**

1. This particular publication is the leading source of business information for incoming and existing businesses within Palm Beach County. Published annually by the Chamber of Commerce of the Palm Beaches, its pages are a who's who of the region's businesses, making it a staple to many lobbies and executive offices. The port has always participated in this publication, but typically as a half-page advertiser without control of its placement. This year, the port made an investment in the full-page buy, and gained control of the ad placement and message visibility.
2. The port's mission is:
 - a. Effectively generate and sustain economic development in the region through cargo and passenger operations
 - b. Manage the District's assets to maximize the economic benefits to the citizens and taxpayers of the Port of Palm Beach District, Palm Beach County and the State of Florida
 - c. Be committed to the highest levels of services including fiscal and environmental responsibility

The port's vision is:

To sustain world-class port operations and serve as a catalyst for the regional economy and a pillar for the local community

By producing an ad that highlights the operational diversities and economic benefits of the port while tying in its connection to the local community (and the Caribbean community), the port's message reached both existing neighbors and stakeholders as well as potential new business opportunities, tapping into not only its mission but its overall vision.

3. The goals of this ad were:
 - a. Visibility among business owners and executives
 - b. Visual display of the port's diversity
 - c. Messaging emphasizing the port's impact

Primary Audience: business owners/executives

Secondary Audience: surrounding community stakeholders (ie., municipal commissions, community organizations)

Upon print, the ad was located in the first full page read within the Business & Commerce section, making it a highly visible page among the target audience. The ad was placed in between the overview, with copy covering the port's assets and capabilities blending nicely with the imagery and copy of the ad. The placement was followed by the company listing in the business directory, as well as the advertisers listing on the last page of the magazine. Some 5,000 printed copies his magazine were distributed to chambers, hotels, business centers and organizations across the county. Further, the online digital version located on the chamber's

website, (which receives an average 1,000 unique views per month) resulted in extended readership/visibility.

4. The copy and design of this ad, as well as its placement were all tactics to produce a specific image of the port: Business-minded and efficient. The message is delivered in 3 images, one headline and two sentences. Just like the port wants to deliver business solutions to owners and operators in the maritime industry in an efficient manner, it delivered that idea of simple communication and results with this ad.
 - a. The ad was designed in-house, with the concept pitched to and approved by the Director of Business Development.
5. As the publication is not ours, we do not receive direct feedback as a whole on the magazine. We did, however, receive several inquiry calls surrounding rail at the port as a result of the ad, as well as recognition and accolades from our onsite tenants and partners who saw the ad. As far as the business community goes, the jury is still out on their acceptance of the tagline: Connecting Communities through Cargo & Cruise. As we continue to use it in video, print, digital and other communications, we will better gauge its impact upon public perception of the port.



Port of Palm Beach

Full page ad in 2016 Guide to the Palm Beaches

Advertisements - Single



PORT of Palm Beach
CONNECTING COMMUNITIES THROUGH CARGO & CRUISE

The Port of Palm Beach is a full service port, offering on dock and at dock cargo and cruise services to more than 60 vessels. Located under the second largest green-roofed port in the United States - Port of Palm Beach, we serve over 57,000 in the community, over 2 million tons of cargo, and more than 500,000 cruise passengers annually.

www.PortofPalmBeach.com
561.383.4138

One East Hill Street Suite 600 Boca Raton Beach, FL 33404