

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6118

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

See link to review

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

CATEGORY 2

CATEGORY 3

Entry Title _Port of Palm Beach Marketing Video

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

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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.

Video – Port of Palm Beach 100-year / Marketing video

1. 2015 marked the 100 year anniversary for the port. And as would be expected, the port planned a year's worth of publicity topped off with an end of year gala. The port wanted to create a video to debut during the gala, and realized the importance of making this video reusable for years to come. Because the port participates in several annual trade shows, as well as hosts many group tours and presentations, we wanted the video to be universal, giving a bird's eye view of the port and showing its capabilities for potential new businesses interested in operating here.

Factors:

Time – we wanted historical imagery, port & tenant footage, onscreen graphics, scripting and voiceover work

Highlights – we wanted to show strong statistics, cargo operations, cruise footage and people working

Intro – We wanted a commemorative open for the gala, that showed a full timeline of the past 100 years, which could also be edited out after the event to allow for future use of a non-Centennial marketing video.

2. **It is the Port's Mission to:**

Effectively generate and sustain economic development in the region through cargo and passenger operations

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

Be committed to the highest levels of services including fiscal and environmental responsibility

This video was produced in efforts to build business (used as a marketing piece showing port capabilities), thus effectively generating and sustaining economic development

This video was paid for through business development funds, thus using our assets to attract potential business and create jobs

This video shows aerials of the port, including the surrounding Intracoastal Waterway, islands and inlet. The environment is beautiful, a sign the port maintains the highest standards in stewardship. Further, the statistics showing the port's efficiencies highlight the port's fiscal responsibility, obtaining record achievements with low cost.

3. Goal: Produce a video that highlighted the assets of the Port of Palm Beach, as well as celebrated the port's history.
Objective: Create a timeline of historical photos
Objective: Develop a script, with on-screen copy points highlighting the port's achievements and current operations
Objective: Involve tenants, scheduling time to film their facilities and operations
Audience: 1) New Business 2) Gala Celebrants
4. We worked with an outside film crew to film and develop the video for several reasons: talent, time & outside perspective. While our staff had filming capabilities, it did not have the expertise

to develop an approximately 3-minute video on its own. Further, we wanted an outsider's perspective on the whole project, as we are all so close to the views/details and messaging. We interviewed two production companies to get their opinions on the messaging and visual concepting before choosing our partner. This allowed us to highlight areas we had not thought of, as well as understand what an outsider/the general public might find important.

Timeline:

July 20: First meeting with film producers

July 27: Full script delivered – proofs/revisions by Sr. Director of Business Development, Executive Director at Port of Palm Beach

August 1: Port finalizes historical imagery timeline

August 10: Film crew scouts port property, creates shot list

August 10-24 : Port staff to coordinate film crew with security and tenant site access

August 24-25: Film crew shoots

September 9: Film crew gets final shots to match scripts, highlight points

September 21: First draft due

September 25: Edits

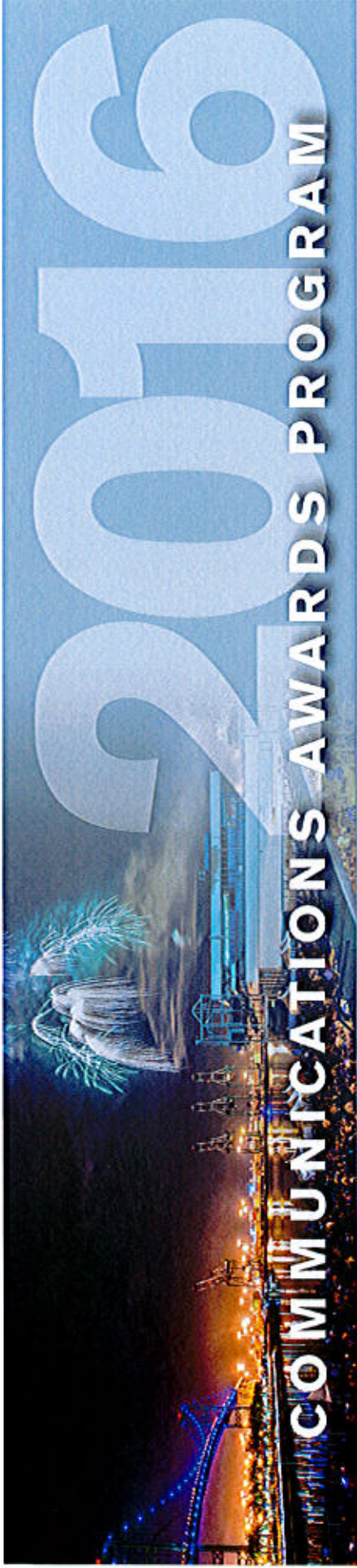
September 29: Final draft, 2 versions – one with intro/ one without, presented to port

October 10: Debut

October 12: Gala recap with video email/social media blast

October 12: non-Centennial video published online

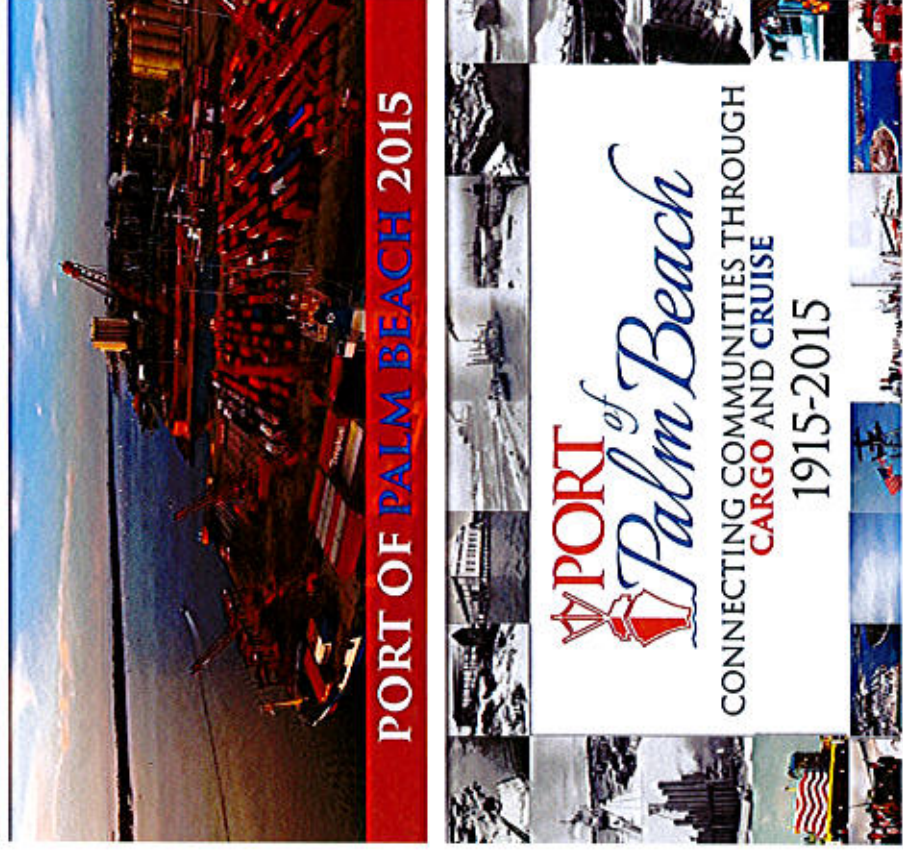
5. The port published this video on YouTube and on a paid advertising spot on Facebook. From October 12 through November 1, our video reached 14,325 people and was viewed 7,300 times. It was shared 54 times. It has been shown at multiple chamber of commerce functions, and our commissioners use it during their presentations. Each viewing solicits new questions about the operations of the port, because it opens up the doors to a facility so many just drive by every day. It's been an excellent tool for opening up dialogue about the port and the port's tenants.



Port of Palm Beach

Port of Palm Beach
Marketing Video

Videos



Flash drive has 2 versions: 1 with centennial intro, 1 without

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