

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6132

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 | _____ |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

Please check the appropriate box:

- CATEGORY 1 CATEGORY 2 CATEGORY 3

Entry Title "TRADE CONNECTS US"
Name of Port PORT OF PRINCE RUPERT
Address 200-215 COW BAY ROAD, PRINCE RUPERT BC V8T 1A2
Contact Name/Title KRIS SCHUMACHER, COMMUNICATIONS COORDINATOR
Telephone 250-627-2533 Email Address kschumacher@rupertport.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?

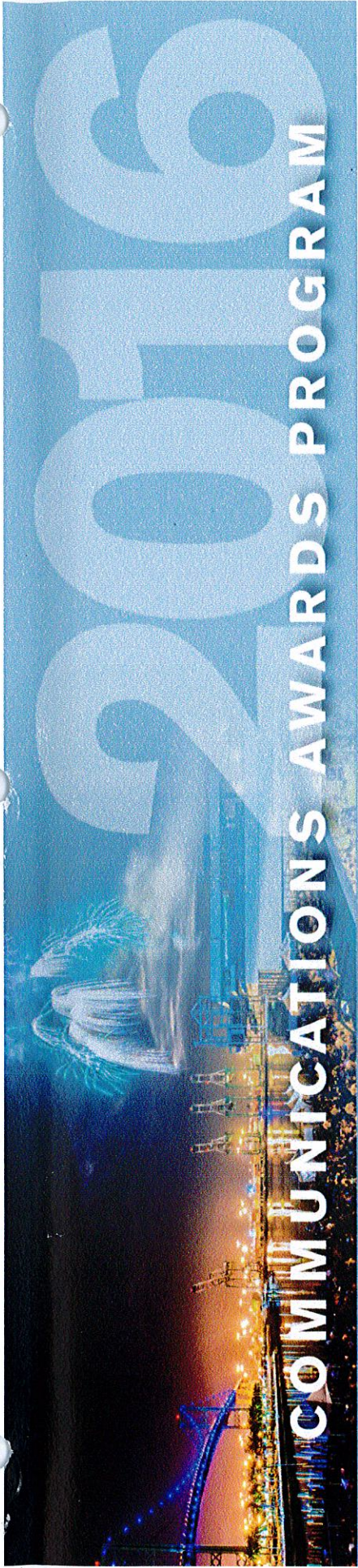
- Describe the entry's goals or desired results.
- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
- Identify the entry's primary and secondary audiences in order of importance.

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.



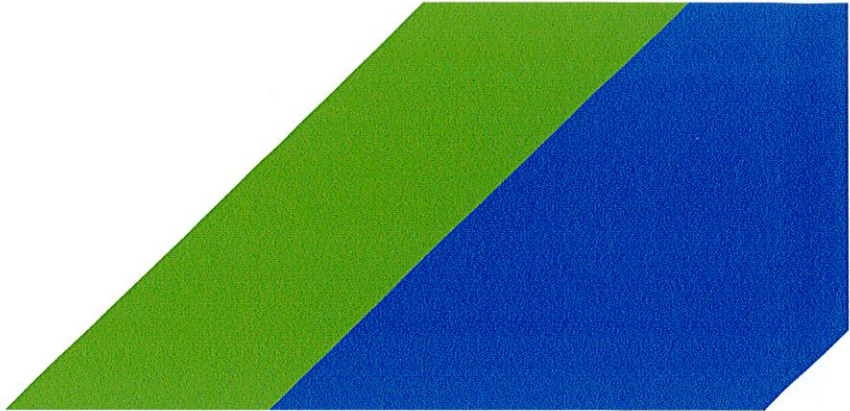
Port of Prince Rupert

“Trade Connects Us”

OVERALL CAMPAIGN



200-215 COWBAY ROAD
PRINCE RUPERT, BC V8J 1A2
WWW.RUPERTPORT.COM



**PORT OF PRINCE RUPERT—OVERALL CAMPAIGN
“TRADE CONNECTS US”**

Summary:

The Port of Prince Rupert created a marketing campaign entitled “Trade Connects Us” that was executed throughout a two year period, involved a multitude of media collateral and utilized all of the company’s communications platforms to disseminate the message. Ranging from radio and newspaper ads, to print materials, community presentations, trade shows, conferences, social media, and video marketing materials—we reached a broad and influential audience with this extensive campaign.



1. Communications challenge/opportunity:

The “Trade Connects Us” campaign focused on the connectivity between the Port of Prince Rupert and the various industries and communities working together to support and strengthen the growing trade gateway through Northern British Columbia. Through this campaign we had the opportunity to showcase and recognize the hard work and dedication of numerous port partners, detailing their work and contribution to the economic prosperity of the region. The communications challenge for this overall campaign was to disseminate a clear, powerful message that brought a heightened awareness to the partnerships that exist between some of BC’s leading industries and the Port of Prince Rupert. This presented an opportunity to give greater profile to those industries, particularly through individual members of their workforce, and create human interest pieces that allowed the campaign to relay information from a macro to micro level.

Our goal was to create a meaningful link for the general public between trade activity flowing through the port of Prince Rupert and the economic benefits that are seen further down the trade corridor. While a large portion of Prince Rupert residents are aware of the port and the activity that happens within—not everyone is knowledgeable of the commodities flowing through the port and their origins. Therefore, it was important to showcase the direct link, for example, between pellets produced in Houston, BC, transported to Prince Rupert via train cars, and ultimately loaded at the Westview Wood Pellet Terminal before being shipped to Europe.

2. Alignment with the port’s overall mission:

The Port of Prince Rupert’s **vision** is to be a leading trade corridor “gateway” between North American and Asian markets.

The Port’s **mission** is to develop and grow the Port of Prince Rupert in an economical, safe, and environmentally sound manner.

By growing the port and continuing to be a leading trade corridor gateway, the Port of Prince Rupert relies on many strategic alliances and partnerships to move the development of the Port forward into the new millennium.

Of extreme importance during this campaign was highlighting how the Port of Prince Rupert creates economic opportunity that reaches far beyond the small city of Prince Rupert—and “Trade Connects Us” was the perfect platform to showcase some of the far reaching benefits that the port creates throughout the region.

An ideal example of this is the Port’s 2014 Economic Impact Study. The results of this study helped to highlight how the Port of Prince Rupert is sustaining its strong growth as a key North American gateway and this is having a positive impact on communities across northern British Columbia.

Employment, taxes and the value of trade moving through the Port of Prince Rupert had all increased significantly over the previous five years. Facts like the number of direct port jobs having increased by two-fold, or that 43 per cent of the 6400 jobs associated with port activity were now located outside of Prince Rupert, were critical to communicate to the communities along the trade corridor.

While our primary audience was the working men and women and their families benefitting from this growth, it was also important to communicate this growth and associate benefits to all three levels of government that receive a share of the \$80 million in annual taxes.

During the “Trade Connects Us” campaign—the economic impact study results were published and disseminated in numerous ways:

- As physical handouts during our Annual General Meeting

- Mailed out to Chambers of Commerce, Mayors and Council, and Economic Development Officers throughout the corridor
- Distributed at the Port Interpretive Centre
- Posted on our website
- Linked through our Social Media sites (Twitter, Facebook)
- Generated into infographics for quick reference on social media, website, presentations, etc.
- Presented via PowerPoint to the local business community, to Chambers of commerce and individuals throughout the region, and through tradeshow and conference booths
- Through a "Trade Talks" series for the public at the Port Interpretive Centre, featuring the Economic Impact Study

In summary, this is just one of the ways that the "Trade Connects Us" campaign emphasizes teamwork, collaboration, and successful partnership that continue to be of supreme important to all port messaging moving forward.

3. Planning and programming:

Numerous departments came together for the creation of this campaign.

The primary target audience for the Trade Connects Us campaign included:

- The port community and general public throughout the Northwest region of BC
- Existing and potential Port of Prince Rupert stakeholders and customers

The **goal** of the campaign: *to reinforce the link between trade networks and industries contributing to the Port of Prince Rupert's growth by featuring real people that enable the success of this trade gateway. To create an understanding of the reach of our gateway far beyond Prince Rupert, all along the corridor, and reinforce the interconnected nature of Northern BC through the port.*

The **objectives** of the campaign:

- To promote understanding and awareness of the Port of Prince Rupert, its operations, and the widespread economic benefits of our gateway corridor
- To recognize local workers and share their stories, representing how real people enable the success of this trade gateway
- To bring awareness to the reach of our trade network, ie: grain from the Peace River region, coal from Tumbler Ridge, and forest products from Smithers, all flowing through the Port of Prince Rupert
- To demonstrate that the Port of Prince Rupert and its partners are committed to seeing the local community and labor force succeed

4. Actions taken and communication outputs:

Throughout this campaign, we utilized a number of different communication mediums and outputs:

- **Newspaper advertisements:** Throughout this campaign we took out numerous advertisements in various magazines including: The Northern View, The Northern Connector, N2K magazine, and the Prince George Citizen. Combined, these publications reach from Haida Gwaii all the way to the Interior of Northern BC in Prince George, reaching dozens of First Nations communities in between. We had multiple versions of the

"Trade Connects Us" series, featuring a number of skilled port workers, varied commodities, and numerous communities throughout the region.

- **Video marketing:** We worked with a production company to create a powerful visual component to our campaign, in the form of a one and a half minute video. This video featured footage of port workers, port terminals, and local businesses who are all benefitting from the ongoing activity at the Port of Prince Rupert.
- **Radio advertisements:** We created a series of radio ads to compliment the "Trade Connects Us" series. These ads specifically focused on the link between various commodities that are being produced along the corridor, and how the Port of Prince Rupert gets their goods to Asian markets. The radio spots were aired on Bell Media—which spans the Northwest and Northeast of BC, all the way to the lower mainland and Vancouver Island as well.
- **Economic Impact Study:** The Economic Impact Study directly spelled out the impact the Port of Prince Rupert is having on employment opportunities, local and provincial tax contributions, and import/export growth that creates economic benefits for the whole of British Columbia. The results of this study were publicized numerous ways throughout the region and had a very positive response from the local community, as well as communities along the corridor.
- **Media Interviews—Economic Impact Study:** Various media interviews were broadcasted focusing on the results of the Economic Impact Study and the employment benefits, tax contributions, and economic growth this region is seeing because of port activity in Prince Rupert.
- **Community Presentations:** The results of the Economic Impact Study, as well as the video, some advertising collateral, and infographics were distributed to communities via PowerPoint presentations. The Public Affairs team presented locally, as well as across the region to community members, Mayors and Council, Economic Development Officers, and Chambers of Commerce from Prince Rupert to Prince George. It was a great way to disseminate the "Trade Connects Us" campaign on a very meaningful, one on one level.
- **Port newsletter "The Current":** The quarterly port newsletter "The Current" was the perfect opportunity for us to get the "Trade Connects Us" campaign information out to the larger community. The newsletter combined all of the stats and figures from the Economic Impact study, and various other elements of the campaign and were physically distributed to all homes in the Prince Rupert and surrounding areas. Copies were kept in the Port Interpretive Center as well as delivered to numerous organizations in town. The online version was posted on our website, and shared throughout social media as well.
- **Mail outs:** Local and regional Chambers of Commerce, Mayors and Council, Economic Development Officers and other members of the port community received mail out packages of our Economic Impact Study, "The Current" magazine featuring these reports and other pertinent port information, as well as a personal letter outlining the economic benefits along the trade corridor that the Port of Prince Rupert contributes to.
- **Trade shows and Conferences:** The "Trade Connects Us" campaign was also represented during all trade shows and conferences during this time. We created a specific PowerPoint presentation, distributed relevant print collateral (The Current, the Economic Impact Study), and had a sophisticated marketing booth designed with the ability to project video onto the screen. We purchased multiple sets of Bose headphones

to allow the viewer to watch the video, with sound, uninterrupted on the noisy tradeshow floor. We used this opportunity to play the “Building BC’s North” video to overwhelmingly positive response.

5. Outcome and evaluation:

There were numerous ways to evaluate the “Trade Connects Us” campaign as a majority of the collateral was publicized through social media channels.

Of important mention is the video entitled “Building BC’s North” that we had created for the visual aspect of this campaign. We engaged a professional film crew to create a short, but powerful video that incorporates a broad range of people and industries that contribute to the success of the Port of Prince Rupert, and Northern BC.

The Port of Prince Rupert’s “Building BC’s North” video was shared through multiple online networks including:

- **YouTube:** <https://www.youtube.com/watch?v=v3xPYMsIIQ>
 - Run time= 1:25
 - Viewed 2,928 times
- **Facebook:** “Building BC’s North- one truck, one train, one ship at a time.”
 - Link to YouTube page
 - 25,184 people reached
 - 408 likes, comments & shares
 - 1,192 post clicks
- **Twitter:** “Watch how our trade gateway is building BC’s North- one truck, one train, one ship at a time.”
 - Link to YouTube page
 - 1507 impressions
 - 23 total engagements

Another way we measured the success of this campaign was through our bi-annual public opinion survey, conducted on our behalf by Mustel Group Marketing Research. While the phone polling does not cover the full range of communities targeted in the campaign, we saw significant improvements in awareness and support for port activity and development. Specifically, in the 20-month period between April 2014 and December 2015 we saw:

- 12% increase in respondents who strongly agree the port creates “major economic benefits” for their community
- 6% increase in respondents who strongly agree that the port provides “economic diversification and stability” to their community

Throughout the “Trade Connects Us” campaign—we utilized our website and social media in numerous ways to post different facts, stats, figures, pictures, infographics and information to the general public. We have seen continual growth in our social media channels, and strong support in the form of likes, comments, shares, etc. for this campaign material.



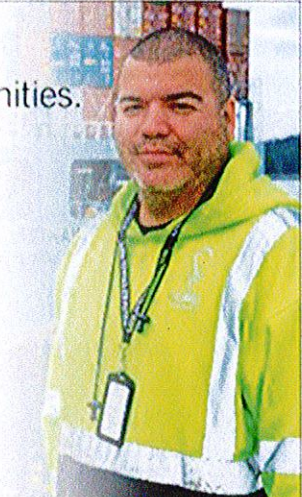
The local community, and communities along the trade corridor have expressed their acceptance and support for this campaign time and time again. The presentations to Chambers, Councils, etc. have all generated overwhelming support and the desire to learn more about the Port of Prince Rupert and the activities ongoing throughout the port community, and resulted in a legacy program of annual community visits and information sessions at the request of those Chambers/Councils.

SUPPLEMENTAL MATERIALS

Trade is building stronger communities.

As Canadian athletes unite to link experience to excellence, the Port of Prince Rupert is proud to be growing opportunities and prosperity by connecting the communities of northern BC.



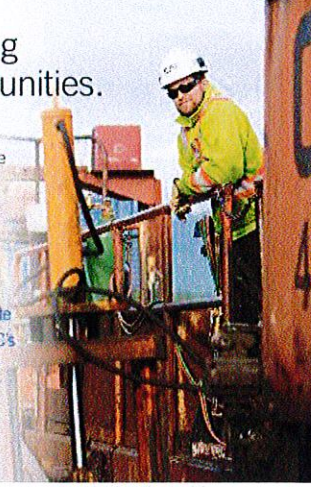
Watch and share our video tribute to the workers and families of BC's gateway industry: [youtube.com/rupertport](https://www.youtube.com/rupertport)



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