

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

6201

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                        | <u>X</u> |
| 7. Miscellaneous            | _____ | 14. Visual-Only Presentations     | _____    |
|                             |       | 15. Websites                      | _____    |

Please check the appropriate box:

☐ CATEGORY 1

☐ CATEGORY 2

☒ CATEGORY 3

Entry Title 2015 Holiday Video  
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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.



## Summary

At the November Annual AAPA meeting in Miami last year, a numerical figure was thrown out in a presentation that more than 90% of the world's goods are delivered via ports and that more than 75% of American goods arrive via U.S. ports (the bulk of the rest come via ports outside U.S. and shipped via land/air). This single fact – *at Christmas time* – led Port Tampa Bay's brand development group to think of the consumerism that takes place during the holidays and wonder – "how can we as ports drive that message home to our communities"? These are the moments that spur creativity (thank you AAPA) and so our team went to work "penning" the message copy and using our library of footage mixed with stock footage. The result was this entry.

## Questions

### 1. What were the entry's specific communication challenges or opportunities?

The ongoing communications challenge for Port Tampa Bay, like many ports around the nation, is raising awareness (and thereby positively influencing perception) of a port's role in the Global Trade. While we are Florida's largest port by tonnage and land, and we are the gateway to Central Florida, the state's largest and fastest growing region, our message in this case was all about our role in the economic development landscape. Our role as the conduit to cargo that touch people's lives every day.

What better way (opportunity) to convey this message and simultaneously raise our profile in the region and among our various constituents in business, than to highlight our role during one of the most intensive, consumption-driven periods of the year...Christmas & Hanukah (November/December)! This gift-giving season was a perfect backdrop to remind the world who plays a vital role in "delivering" their holiday. The opportunity to educate and create good will simultaneously was irresistible.

Our only other real concern was breaking through the clutter of holiday advertising – we knew we were a port and sort of industrial and potentially boring if we didn't just get the message out on target and creatively.

### 2. How does the communication used in this entry complement the organization's overall mission?

Port Tampa Bay's overall mission is to leverage its maritime assets (in this case, importing goods) for the creation of sustainable economic growth/impact, as well as to grow jobs, both of which contribute to the community's vitality and quality of life. The communication specifically promotes the port's vital role in the import supply chain delivering goods to warehouses which make their way to retail during the holidays, as well as many other materials, energy products and items people use every day throughout the year.

### 3. What were the communications planning and programming components used for this entry?

The **objective** for this entry was to raise the awareness of the importance of Port Tampa Bay to the region's economy through its delivery of cargo – it was basically no more than what we strive to do image wise everyday. Our intended targets were local only (no trade – they already know the importance of ports):

- The public – "we thought it was kind of fun to talk directly to the public as opposed to talking to the media which typically talks to the public for us" was a quote from one of our internal executives.
- Secondly – elected officials, local delegations, businesses and media – who are naturally favorably influenced by a good will, message to the public.

The **strategy** however, was interesting – think “Black Friday”. We thought that by playing off of a notoriously consumer-driven time of the year and knowing the role ports play in delivering goods, we thought we could cleverly leverage the season of gift giving to say in essence “do you realize how it all gets here?” There was also an intentional element of surprise that motivated us – after all – big nebulous industrial entities like ports don’t send holiday greetings do they?

4. What actions were taken and what communication outputs were employed in this entry?

**Tactically**, sight sound and motion were the optimal way to make the most impact and to tell this story – to make people feel and really have a visceral reaction to the message. We already knew that we had lots of video from our library of footage so Port Tampa Bay employed the following **outputs** (what we call marketing mix elements or channels):

- 30-second internet commercial (<https://vimeo.com/149019952>) produced and mixed with a Holiday music bed so that the viewer could get “in the spirit”. The spot creatively mixed a montage of port image in juxtaposition to that of holiday cheer and retail.
- E-marketing – our executive management loved the idea, but were a bit sensitive about spending hard money in expensive traditional media channels basically promoting holiday greetings. The decision was made to limit the commercial to the Internet, social media and e-marketing going out to our various customer and vendor lists.
- Social media – engagement with the masses via Twitter, Facebook & LinkedIn. We peppered everyone’s accounts that we knew.

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

This was an effort that was largely anecdotal, as executive management did not want to spend excessively on hard media nor too much time surveying. That said, the sheer volume of tweets, re-tweets, postings, shares, likes and emailed comments was extraordinary. Our email marketing efforts also garnered an “open” rate of more than 45%. That alone is an outstanding figure by any measure.

Our executive management mentioned receiving many positive comments but most of all, staff and maritime friends around the port seemed very proud that their place of employment (“the port”) had done a very cool holiday commercial (and the airport told us “we’re doing one this year”).



2015 Holiday Video Stills

