

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6162

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 | <u> X </u> |
| 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 x CATEGORY 2 ☐ CATEGORY 3

Entry Title: Seaport Marketing Brochure

Name of Port: Toledo-Lucas County Port Authority

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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.

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Seaport Marketing Brochure

Summary

The Toledo-Lucas County Port Authority designed a new Seaport Marketing Brochure to replace an older version, which had become outdated. Our objectives in designing the replacement included:

- Keeping external design and production costs low
- Including information that is useful to a diverse audience of stakeholders
- Incorporating the updated branding for the Port and Toledo Region
- Making the piece more functional: user friendly, portable, easy to mail

Based on positive feedback from many groups, the Port decided to submit the folder for consideration in the AAPA's Communication Awards Program.

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.*

The purpose of having a printed Seaport Marketing Brochure is to provide current information to a number of Port stakeholders, including students and educators, elected officials, business leaders, economic development officials, current and potential port users and other interested parties. The brochures are well received at trade shows, business meetings and other events where the Port Authority is represented. This brochure was designed to replace a previous version that was outdated in terms of content, style, brand and functionality. The previous version contained our former logo, outdated contact information for our terminal operators and outdated capabilities. The brochure also failed to mention newer material handling equipment, our shipyard, our Foreign Trade Zone program and facility upgrades and expansions that occurred since last printed. The style of the previous brochure did not capture the look and feel of the Port's rebranding and the design and pictures themselves appeared dated. The previous tri-fold folder was not very portable, with each section measuring larger than 8 1/2" x 11", and as a result, clients shied away from taking them at trade shows knowing they would have to lug them around all day. We knew a new solution was needed that was up to date, incorporated our branding and the Toledo Region's branding, and was user friendly. The new Seaport Marketing Brochure made its debut in the summer of 2015 and was well received by all. Many complementary comments prompted the Port Authority to enter this item in the 2016 AAPA Communications Awards Program.

- *Briefly analyze the major internal and external factors that need to be addressed.*

The small team who provided content and input in the development process faced several internal and external factors. Internally, the team was challenged with keeping the design and production cost low while still producing a high quality piece of marketing collateral. Instead of going with a larger, more expensive firm, our Communications Manager elected to work with a one-person local designer who was familiar with the Port's branding and operations. The total cost for the design and production of the brochure was \$1,450. To help keep the Port's cost low, the Communications Manager, Communications Intern and VP of Business Development provided all the content and photos to the designer. Another internal challenge was narrowing content down to the point where all necessary information was included without overwhelming the reader with lengthy paragraphs or busy graphics. The team wanted a clean, industrial and modern look with a nod to the Port's past. This was achieved by including the Toledo Region Branding (www.toledoregion.com) tag line "It Matters Where You Make It", along with the vintage sailor character holding the "Key to the Sea."

External challenges included producing a product that would stand out from other marketing pieces and entice folks to take it home with them. The team focused on the size of the brochure making it smaller and more portable than many others. The size also allows it to be easily folded and mailed like a postcard for direct marketing purposes. Based on the feedback received from our peers at other Great Lakes Ports and from entities like the St. Lawrence Seaway Development Corporation, the team at the Toledo-Lucas County Port Authority feels that we have produced a quality product for a low cost that achieves our objectives.

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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.*

The Toledo-Lucas County Port Authority's mission is to move people and cargo through the region while employing innovative programs to stimulate development. The Toledo-Lucas County Port Authority was founded in 1955 as the first port authority in Ohio, and today focuses on three initiatives - Maritime, Aviation and Economic Development. In 2015 the Port Authority celebrated its 60th Anniversary. While the Toledo-Lucas County Port Authority currently offers many services, programs and facilities that help the community grow; its roots can be traced back to marine transportation and the development of its seaport facilities. It is now more important than ever to market the Port of Toledo's capabilities and economic impact. A study completed in 2010 by Martin & Associates indicates Toledo's Seaport has an economic impact of over \$1 billion per year and employs more than 7,000 people. By creating a new Seaport Marketing Brochure, we now have a way to share current information about the Port, make initial contact with potential port users, and promote our facilities, capabilities and programs to a wide audience of interested parties. The promotion of our great Seaport, including facility information and program descriptions (i.e. Foreign Trade Zone), is perfectly in line with the Port's mission of facilitating transportation and development.

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

- *Describe the entry's goals or desired results.*

The main goal of the Seaport Marketing Brochure was to provide current information about the Seaport's facilities and capabilities to a group of diverse stakeholders in a user friendly manner. We also wanted to feature our new Ironville Marine Terminal, which is highlighted on a waterfall page and on the back cover. Another goal was to increase awareness of the centralized location of Toledo within the Great Lakes Region. A map was included showing major interstates and our reach to industrial markets in the U.S. and Canada. We also wanted to raise awareness of the Port's virtual tour (2012 recipient of AAPA's Award of Excellence) www.tourtheport.com. This goal was achieved through the terminals and commodities page of the brochure.

- *Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.*

One of our objectives is to put the new brochure in the hands of as many stakeholder groups as possible. In less than one year, the Port has distributed over 600 brochures. Brochures have been distributed at key conferences such as the 2015 BreakBulk Americas Conference and the 2015 Ohio Conference on Freight. The brochures have also been used as handouts for many tour groups, including high school and college groups. We have also made brochures available to the community in the lobby of The Port Authority Building at One Maritime Plaza and at the Port's Annual Report to the Community.

- *Identify the entry's primary and secondary audiences in order of importance.*

The primary audience for the brochure would be current and potential port users (customers). The capabilities of the marine terminals and shipyard are featured so that shippers can learn about what advantages the Port of Toledo can provide to their supply chain strategy. Secondary audiences include teachers and students, the business community and anyone from the general public with an interest in marine transportation and port operations.

6. 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.*

The strategy was to provide basic information in the brochure that would not overwhelm the reader but instead call the reader to action by inviting them to learn more about the Port of Toledo. The brochure provides resources such as terminal contact information, social media icons, website links and the Port of Toledo virtual tour.

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- *Specify the tactics used (i.e., actions used to carry out your strategies).*

We utilized a template with a clean look and provided short “bubbles of information” that provided key facts that invite the reader to investigate more about the Port. We designed the brochure so it can be sealed and mailed without an envelope, so it can be put in the hands of as many people as possible. The pictures used in the brochure feature the Port's modern material handling equipment along with some of the commodities we handle. This shows the Port in action, and along with the map, gives the audience a better understanding of the location of our terminals, commodities handled and services provided.

- *Detail the entry's implementation plan by including timeline, staffing and outsourcing used.*

The Communications team and the Business Development team met internally in July 2014 to discuss the need for an updated Seaport Marketing Brochure. Following that meeting, the Communications team began going through the old seaport folder to see what content needed to be switched over to the new brochure and what we could remove. After several months of finalizing the new brochure's content, the team reached out to a freelance graphic designer to start creating the marketing piece. A first draft of the Seaport Marketing Brochure was received in December 2014. Over the next five months, the team continued to revise and edit the brochure making sure everything was perfect. In June 2015, the Port Authority approved the final version of the new Seaport Marketing Brochure and sent the file to a local printer to print 500 copies.

7. 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.*

While no surveys were used, all feedback on the new seaport marketing brochure has been very positive. Our terminal operators appreciate being featured in the brochure because it allows them to use the piece for their own marketing programs. At the BreakBulk Conference in Houston, many complements were received from conference attendees, other Great Lakes ports and from the St. Lawrence Seaway Management and Development Corporations, as the new brochures were distributed from the HWY H2O Great Lakes Seaway booth.

- *If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.*

While it takes much more than a marketing brochure to increase cargo at any port, we feel that this brochure provides the Toledo-Lucas County Port Authority with another tool to use so that our business development folks can get their foot in the door or leave it as a reminder about the Port of Toledo following a meeting, tour, conference or similar opportunity.