

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6152

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 "Sharing Virginia's Bounty with the World"
Name of Port The Port of Virginia
Port Address 600 World Trade Center, Norfolk, VA 23510
Contact Name/Title Jay Stecher / Vice President, Marketing and Communications
Telephone 757-683-2120 Email Address jstecher@portofvirginia.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.



The Port of Virginia

Sharing Virginia's Bounty
with the World

Entry Classification:
1 (Advertisements: Single)



From soybeans to seafood, we're sharing Virginia's bounty with the world.



The Port of Virginia is proud to play a role in Virginia recently becoming the second largest agricultural exporter on the East Coast.

THE PORT OF VIRGINIA
Stewards of Tomorrow

Soybeans, peanuts, lumber, pork, poultry, wine, produce, seafood and cotton are just a few items that have helped Virginia become one of the largest agricultural exporters in the U.S. Our strategic location, natural assets and innovative solutions make it easy to share Virginia's bounty with the world.

To learn more about The Port of Virginia visit: portofvirginia.com

OFFICIAL ENTRY LABEL

AAPA 2016 Communications Awards

Port The Port of Virginia

Contact Person Jon Stech

Entry Classification Advertisements - Single

VIRGINIA PORT AUTHORITY

600 WORLD TRADE CENTER, NORFOLK, VA 23510

(757) 683-8000

1. What are/were the entry's specific communications challenges or opportunities?

A new leadership team was installed in late 2014 and began tackling the issues that faced the port: congestion, lack of infrastructure investment, confidence in port performance, and organizational culture.

Under new leadership, the port developed a new mission, new values and a new brand identity to help provide clarity in the marketplace, and provide our colleagues with one flag under which they could rally.

Our mission is as follows: Guided by our company values, The Port of Virginia will achieve our shared vision of operational excellence, fiscal responsibility, and sustainable growth. Above all, we will remain responsible members of the communities we serve, a valuable resource to our customers, an excellent place to work, and an economic engine for the region.

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

We created this advertisement to run in Virginia Agriculture Magazine (an annual publication) to show the audience the critical role The Port of Virginia plays in exporting Virginia goods (in this case, agricultural products) to the world. Specifically, how Virginia had recently moved from third to second largest ag exporter on the East Coast.

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

We worked with our graphic design company to come up with a compelling image that strayed slightly from the typical port advertising images of a container on a crane, container ships, etc. Instead, we showed a dock worker opening a container filled with "product of Virginia" goods while you could see a foreign city in the background. The copy of the ad shared examples of the products we export as well as the benefits of ag exporters using our port to share their goods with the global market.

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

Anecdotally, we've received many compliments on the ad. It also was the catalyst behind a "we open global trade" advertising campaign that featured the image from this spot.

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