

Vintage Port Postcards

Miscellaneous, AAPA Communications Awards Program

Summary

This set of 20 port post cards was created to give a nod to GPA's historic roots while highlighting the beauty, size and scope of today's business.

The cards were created as a conversation starter and take-away for public events including the State of the Port Address, various business and conferences where the port is represented with a booth, as well as gifts for clients and friends of the ports.

1. What are the specific communications challenges or opportunities?

The request was to create a leave-behind that would have more shelf-life for the recipient than a folder containing our trade statics, something people would actually be proud to display, thus expanding the number of people we can touch to those reached indirectly by advocates sharing our message.

Compared to the numbers and business focused messaging the Corporate Communications team is tasked with on a daily basis, this project presented a fun departure which was a challenge in itself.

The team wanted to create a product that represented the beauty of the port, something that stakeholders, customers

and neighbors would be proud to display and share.

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

The central mission of the Georgia Ports Authority is to support economic development for the state of Georgia. Doing so requires not only logistical infrastructure, but also a credible message to share with

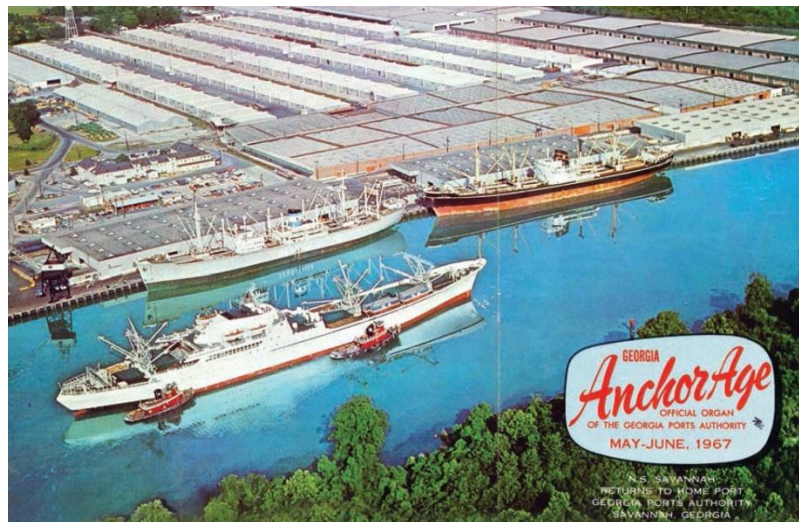
cargo owners who have many choices in supply chain routes.

This particular project plays a supporting role as

opposed to a leading role to achieve the GPA's mission. It is another opportunity to remind stakeholders, and people who may see our postcards in their offices of the opportunities available to them via the Ports of Savannah and Brunswick. It acts as a thank you to current supporters as well as a conversation starter for potential clients.

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

Goal: To remind stakeholders, current customers, elected officials and potential customers about the business opportunity



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available to them through Georgia's historic deepwater ports.

Objective: To create a visually appealing set of postcards that people would be happy to pursue at events, receive as gifts, and mail or display around their offices.

Target Audiences:

- Local and regional community members and government leaders
- Port customers
- Maritime logistics participants

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

The postcards were debuted at the 2016 State of the Port event. Two months before the event the GPA archives were scoured for images that would be appealing on postcards.



Images were chosen to highlight both of GPA's deepwater ports along with all business segments. Both historic and current photos were incorporated.

Research was completed on the date and content of each image, as well as the

requirements of the U.S. Post Office for a postcard that can actually be mailed.

About one month before the event the images and information were given to a contracted graphic designer who laid them out following all requirements of the post office.

The postcards were reviewed and approved by the communications team and 500 of each were printed on heavy card stock.

The cards were debuted in the lobby of the 2016 State of the Port event. They were displayed in table-top racks and manned by



GPA employees who were available to discuss the postcards and answer any questions about the images themselves.

Since the initial use they have been used as client gifts as well as displayed and handed out at business expos where GPA has a booth.

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

The postcards were enjoyed by hundreds of people at the 1,300-person State of the Port

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event where they were debuted. The volunteers manning the table related that people were excited to see the port in a historic and artistic light vs. as an analytical business. Hundreds of postcards were claimed by attendees.

Since the event the postcards have been requested by sales people for clients, communications team members to use during events and other GPAers for gifts.

Sets of the cards were awarded to more than 50 teachers in both Georgia and South Carolina who were named the region's top teachers. These are not only a beautiful gift, but can also be used as a teaching tool for all ages.

The postcards have been used at business expos including one near the Port of Brunswick. At that event, a communications staffer who manned GPA's booth was able to show those visiting the event that one of the cards featured a vessel that was very similar to one calling the port that day. The card provided information about the vessel and helped those attending the event understand GPA's economic impact.

They were also used during an event in honor of National Arbor Day where the postcard that featured GPA's 365 year-old live oak was particularly popular.

The team plans to continue to use these postcards for upcoming events.

