



2017 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS

*Classification 1: Advertisements*

## **On Track for Tomorrow – Ad Series, Print Publications**



# On Track for Tomorrow – Ad Series, Print Publications

## Summary:

The “On Track for Tomorrow” ad series informs the public and battles the competition by drawing attention to the infrastructure, equipment and programs in place and at work at the Port of Long Beach, the “Green Port of the Future.” The port industry is facing many challenges and evolving rapidly with major infrastructure and operational improvements to accommodate the bigger and bigger ships entering the trans-Pacific fleet, keep the Port safe, protect the environment and more. The ad series is part of the Port’s overall “On Track for Tomorrow” creative campaign, which assures customers and constituents – with spectacular images and few words – that the Port is ready to compete today, while continuing to prepare for future growth with innovative terminal, bridge and rail infrastructure, state-of-the-art equipment and industry-leading environmental programs.



Ad for the “On Track for a Green Tomorrow” creative campaign.

## On Track for a Green Tomorrow

The Port of Long Beach is the greenest, fastest, most efficient gateway for goods from Asia to reach destinations all across America. We’re investing in technology and facilities to get closer to our goal of zero-emission operations. Our skies are clearer, and our harbor is thriving, with 60% more species of plants and animals than a decade ago.

**#EverydayisEarthDay**

Because at the Port of Long Beach, every day is Earth Day.



[www.POLB.com](http://www.POLB.com)

# 7 Communication Challenges and Opportunities

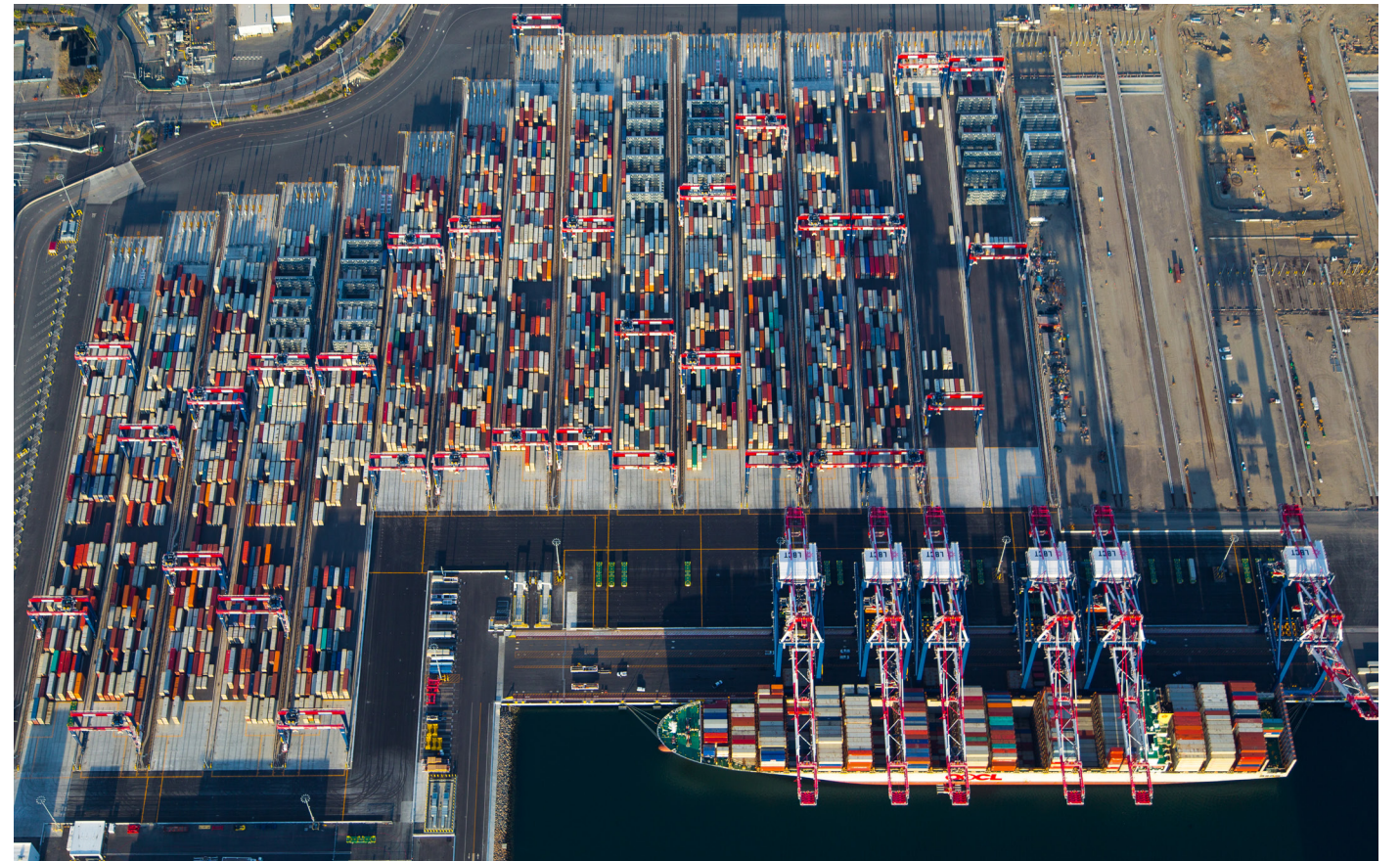
The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade, the nation's second-busiest container seaport and a trailblazer in innovative goods movement, safety and environmental stewardship. With annual trade valued at \$180 billion, the Port supports more than a million U.S. jobs. Long Beach is "big ship ready," welcoming the Pacific fleet's largest vessels and serving 175 shipping lines with connections to 217 international seaports. The Port is on track for a green future, pursuing the most aggressive capital improvements program in the nation and creating the world's most modern, efficient and sustainable seaport.

A primary economic engine, business at the Port supports 30,000 jobs in Long Beach – one in every eight – and that number translates to more than 300,000 Southern California jobs supported by Port operations. The Port is a landlord-type operation that is a self-supporting part of the City of Long Beach and operated under the banner of the Harbor Department. The Port serves the citizens of Long

Beach, as well as its many Port customers and stakeholders, and revenues are generated from rents and cargo fees.

In order to maintain and grow market share and revenue in a highly-competitive industry, the Port of Long Beach provides leading-edge green infrastructure to serve the biggest ships in the trans-Pacific fleet, innovative and efficient operations to speed cargo across the docks, and top-notch service, molded to meet the specific needs of each customer.

A five-member Board of Harbor Commissioners, appointed by the Mayor and confirmed by the City Council, is the governing body for the Port. An Executive Director, reporting to the Board, leads a team of 500 highly skilled port professionals who operate the Port's six bureaus: Commercial Operations, Finance and Administration, Engineering Services, Planning & Environmental Affairs, Human Relations & Team Development and, finally, Communications & Community Relations.



The Port of Long Beach

The Communications team was responsible for creating an advertising campaign for placement in pertinent business and community publications to respond to current Port and industry factors.

**External Factors:**

- The September 2016 bankruptcy of South Korean shipping giant Hanjin sent ripples throughout the industry, with cargo owners scrambling to get their goods to market. This led to the formation of new shipping alliances taking effect in April 2017. The new alliances impact the selection of the port where ships will call and increase competition among West Coast ports.
- The industry is facing uncertain trade and environmental policies from the Trump administration.
- Customers worldwide still recall a major 2014 slowdown on the docks at West Coast ports, although it was mitigated through the successful implementation of a new Supply Chain Optimization

program and agreement on a new union contract.

- The Long Beach community, business and residential, has many questions about development at the Port and are curious about the impact it will have on them.

**Internal factors:**

- One of the Port's top priorities is to provide an open channel of communications between the Port and its various constituencies, including port customers and stakeholders and the local community (as with this informative "On Track for Tomorrow" series).
- Although there have been industry setbacks, with the Hanjin bankruptcy, new shipping alliances, lower trade volumes which have since rebounded, uncertain Trump administration environmental and trade policy, and international unrest, the Port of Long Beach is ready to compete for market share.

- The Port is engaged in a \$4.5 billion capital construction program – the biggest investment of any U.S. port. While the program to improve terminals, waterways, equipment, bridges, roadways and rail infrastructure is ongoing, completed elements are already serving customers' needs.

- The Port has made great strides in environmental protection and sustainability and recommitted to its landmark 2005 Green Port Policy with new, more aggressive measures leading to the goal of a zero-emissions Port.

In response to these factors, the Communications team created the "On Track for Tomorrow" theme and this advertising series, highlighting the Port's new capital improvements, both complete and underway, and the competitive edge these improvements provide for the "Green Port of the Future."



## 2 Complementing the Overall Mission

As a major economic engine for the region, the Port of Long Beach is committed to increasing trade volume and jobs, while adapting to the advent of bigger and bigger ships and reducing environmental impacts. To reach this complex goal, the Port of Long Beach Communications and Community Relations Division works with the Business Development Division team to retain or grow market share by promoting the advantages of moving trade through the Port of Long Beach. Their multi-pronged marketing approach includes advertising in both traditional and web-based media (like this “On Track for Tomorrow” campaign) as well as news distribution, authoring articles for major publications, electronic customer newsletters, an effective and interactive website, active involvement

in social media, promotional collateral sales tools, trade displays for shows and conferences, participation in industry organizations in leadership roles and as speakers and exhibitors, sponsoring annual trade functions, forecast conferences and workshops for those just entering the industry, worldwide customer visits, international news conferences – and much more. The team also participates in activities related to environmental stewardship and other issues concerning the industry as a whole.

This “On Track for Tomorrow” ad series is part of an overall On Track for Tomorrow-themed Port campaign which includes this series, the annual State of the Port and other events, and a variety of promotional, display and collateral materials.



Ad for the “On Track for Tomorrow” creative campaign.

### On Track for a Bright Future

The Port of Long Beach is the greenest, fastest, most efficient gateway for goods from Asia to reach stores here at home. This decade, we’re investing \$4 billion in rail and other infrastructure to keep it that way.



[www.POLB.com](http://www.POLB.com)

# 3 Planning and Programming Components

The goal of the “On Track for Tomorrow” ad series is to inform customers and constituents about the elements that give the Port of Long Beach the competitive edge – right now and in the future – thus increasing trade volumes through the Port of Long Beach. At the same time, the ads are intended to build community awareness, pride and support for the various elements of the “Green Port of the Future.”

The target audiences for the “On Track for Tomorrow” series are:

- Current and potential Port of Long Beach customers and stakeholders;
- The Long Beach business community, and the citizens of Long Beach.

The objectives set for the “On Track for Tomorrow” ad series are to:

- Focus on Port improvements that are in place right now, while still looking to the future;

- State the primary advantages for customers at the Port of Long Beach;
- Indicate that the Port of Long Beach is taking a leadership role in the industry’s evolution;
- Receive maximum exposure with the targeted audiences with targeted placement;
- Where possible, place ads based on the editorial theme of the particular publication;
- Get the reader’s attention with engaging copy and eye-stopping visuals;
- Design the artwork to coordinate with other elements of the “On Track for Tomorrow” campaign for overall continuity.



One of the ads highlights the Gerald Desmond Bridge Replacement Project.

# 4 Actions Taken and Communication Outputs Used

The “On Track for Tomorrow” advertising series is created and placed by the Port of Long Beach Communications and Community Relations Division team. Placements began in late 2016 and are ongoing.

The creative for the ads features bright and colorful images from the Port’s extensive photo archive depicting giant container ships and mega-cranes, mile-long double-stack trains, a next-generation fireboat, and blue California skies above an eco-friendly harbor. The ads created for the “On Track for Tomorrow” series include a simple headline reflecting the theme, a brief copy block, the Port of Long Beach logo with the accompanying

slogan, “The Green Port,” and the Port’s web address.

The color ads are produced in a variety of sizes for use in both print and digital media, utilizing all copy or copy segments, depending on size.

## Placement

Placement is primarily in local business publications, most with both print and online editions, but the ads are also being inserted in association publications, in printed programs for Port-sponsored events, and other publications as appropriate.

Preferred placement is full-page back cover.



**Safeguarding the future**

Being the Green Port of the Future means always looking ahead. Our dedicated personnel and our federal, state and local partners use the latest technology – from our Virtual Port surveillance network to the most advanced fireboat in the world – to protect our cargo and our community. It’s part of our commitment to a sustainable and secure tomorrow.

 Port of  
**LONG BEACH**  
The Green Port

[www.POLB.com](http://www.POLB.com)

## Creative and Copy

Following are representative samples from the ad series:

### Message #1:

#### *On Track for a Bright Future*

The Port of Long Beach is the greenest, fastest, most efficient gateway for goods from Asia to reach stores here at home. The decade, we're investing \$4 billion in rail and other infrastructure to keep it that way.

Creative features a Port of Long Beach rail yard where a mile-long, double-stack train is being assembled. Placement in the Long Beach Business Journal and Straight Talk Magazine.



**On Track for a Bright Future**

The Port of Long Beach is the greenest, fastest, most efficient gateway for goods from Asia to reach stores here at home. This decade, we're investing \$4 billion in rail and other infrastructure to keep it that way.

 **Port of LONG BEACH**  
The Green Port

[www.POLB.com](http://www.POLB.com)

### Message #2:

#### *Building a Bright Future*

Improving infrastructure is key to making the Port of Long Beach the fastest, most efficient gateway for goods from Asia to reach destinations all over America.

The Gerald Desmond Bridge Replacement Project is one of our biggest infrastructure projects. As construction on the new, iconic bridge progresses, watch for detours and closures on the roads in the area. To get the latest updates, go to [newgdbridge.com](http://newgdbridge.com) or download the free LBBridge app for iPhone, Android, or Windows Phone.

Creative features an artist's rendering of the new bridge and the Port. Placement in the Long Beach Business Journal "Building a Better Long Beach" issue.



**Building a Bright Future**

Improving infrastructure is key to making the Port of Long Beach the fastest, most efficient gateway for goods from Asia to reach destinations all over America.

The Gerald Desmond Bridge Replacement Project is one of our biggest infrastructure projects. As construction on the new, iconic bridge progresses, watch for detours and closures on the roads in the area. To get the latest updates, go to [newgdbridge.com](http://newgdbridge.com) or download the free LB Bridge app for iPhone, Android, or Windows Phone.

 **Port of LONG BEACH**  
The Green Port

[www.POLB.com](http://www.POLB.com)



**Message #3:**  
*Safeguarding the future*

Being the Green Port of the Future means always looking ahead. Our dedicated personnel and our federal, state and local partners use the latest technology – from our Virtual Port surveillance network to the most advanced fireboat in the world – to protect our cargo and our community. It's part of our commitment to a sustainable and secure tomorrow.

Creative features an image of the Port's new state-of-the-art fireboat, Protector, in Long Beach Harbor. Placement in the U.S. Coast Guard Bulletin.



**Safeguarding the future**

Being the Green Port of the Future means always looking ahead. Our dedicated personnel and our federal, state and local partners use the latest technology – from our Virtual Port surveillance network to the most advanced fireboat in the world – to protect our cargo and our community. It's part of our commitment to a sustainable and secure tomorrow.

 Port of LONG BEACH  
The Green Port

[www.POLB.com](http://www.POLB.com)

**Message #4:**  
*On Track for a Green Tomorrow*

The Port of Long Beach is the greenest, fastest, most efficient gateway for goods from Asia to reach destinations all across America. We're investing in technology and facilities to get closer to our goal of zero-emission operations. Our skies are clearer, and our harbor is thriving, with 60% more species of plants and animals than a decade ago.

#EverydayisEarthDay

Because at the Port of Long Beach, every day is Earth Day.

Creative features a ship docked at the Port of Long Beach with sea birds filling the blue California sky. Placement in the Long Beach Business Journal – 2017 Earth Day edition.



**On Track for a Green Tomorrow**

The Port of Long Beach is the greenest, fastest, most efficient gateway for goods from Asia to reach destinations all across America. We're investing in technology and facilities to get closer to our goal of zero-emission operations. Our skies are clearer, and our harbor is thriving, with 60% more species of plants and animals than a decade ago.

#EverydayisEarthDay

Because at the Port of Long Beach, every day is Earth Day.

 Port of LONG BEACH  
The Green Port

[www.POLB.com](http://www.POLB.com)

# 5 Communications Outcomes and Evaluation Methods

The “On Track for Tomorrow” ad series captures the attention of Port customers and Long Beach constituents with brilliant photography and brief, compelling copy. New ads will continue to be added to the series offering an up-to-date look at infrastructure, equipment and program improvements at the Port of Long Beach.

The ad series was successfully designed to coordinate with other elements of the “On Track for Tomorrow” campaign, which includes events, display materials, brochures and other collateral.

*“These Port of Long Beach ads are great because they are so informative – and the photography is really spectacular. There’s so much going on at the Port, it can be hard to keep up. I live and work right here in Long Beach, but I don’t often get to the Port, so, from these ads, I’ve learned about everything from the new fireboat and the bridge construction. After seeing the image of the rail yard and all those double-stack containers, I went online and learned more about the new plans for more railway improvements that will increase on dock rail access and take a lot of trucks off the 710 Freeway. Thanks for the info!”*

*- Kathy Berry – public relations consultant and Eastside resident*

## Recap

### Quick Facts:

The “On Track for Tomorrow” ad series highlights the many improvements at and attributes of the Port of Long Beach – “The Green Port of the Future” – for Port customers and the local community with colorful photography and compelling facts. Readership of ads placed in local business publications and other media, both in print and online, reached the local Long Beach community and the world many international media outlets.

Follow the Port of Long Beach:

