



2017 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS  
*Classification 1: Advertisements*

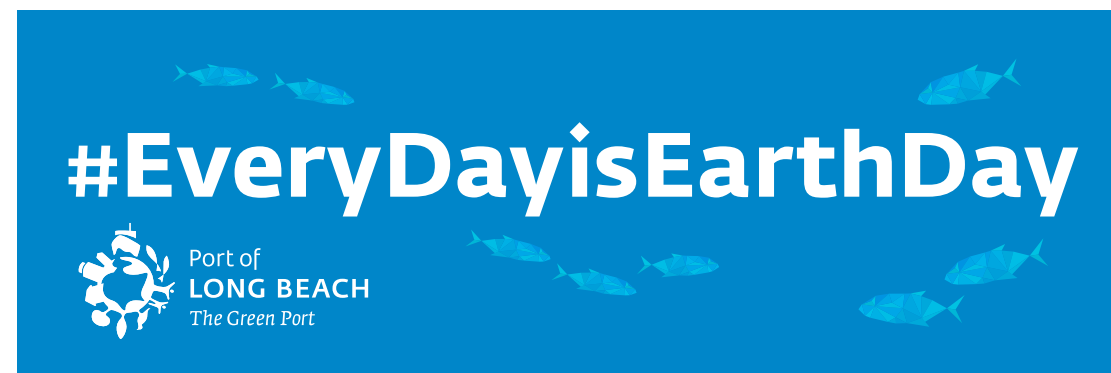
## **#EveryDayisEarthDay – Single Ad**



# #EveryDayisEarthDay – Single Ad

## Summary:

In celebration of Earth Day 2016 and the great success the Port of Long Beach has achieved in returning the harbor to a healthy ecosystem, the Port of Long Beach created a single ad that bridged traditional and social media – #EveryDayisEarthDay. Unique placement included a “spadea fold” in the Long Beach Press-Telegram (a separately printed, unbound broadsheet folded around the front section of the newspaper) and utilizing a “grid image” on Instagram to split the image and increase “likes.” The ad was part of an Earth Day campaign that also included publicity placements.



"Spadea Fold" featured in the Long Beach Press-Telegram.

## Moving Cargo the Green Way

The Port of Long Beach is improving the environment in the air and under the sea. Our Green Port Policy has helped the harbor flourish, from one-celled plankton to fish, birds and sea lions. We're using the latest in green technology to provide good jobs while being socially responsible, helping to clean our air and water.

#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.

The major economic engine for the city, the port supports 30,000 Long Beach jobs, one in every eight, and more than 300,000 Southern California jobs. The Port is the Harbor Department of the City of Long Beach and, therefore, a public agency. A five-member Board of Harbor Commissioners, appointed by the Mayor and confirmed by the City Council, serves as the governing body for the Port.

As a landlord operation, the Port owns the land but leases the operations to terminal operators. The Port receives no taxpayer funds, relying on tenant revenues, so goodwill and solid partnerships with the Port's many tenants, customers and stakeholders are vital. The Port serves the citizens of Long Beach, and open communication, especially with residents of Port-adjacent neighborhoods, is also critical to the Port's success and growth.

The Port was founded in 1911 and has had a tremendous positive impact on the economic growth of the region. But the gains have resulted in environmental impacts. In 2005, the Port adopted its landmark, award-winning Green Port Policy to improve air and water quality, clean the soil and undersea sediments and protect wildlife habitats, creating a sustainable Port for the benefit of future generations. A year later, in 2006, Long Beach partnered with the Port of Los Angeles to develop the San Pedro Bay Ports Clean Air Action Plan. It was revised in 2010 and is currently undergoing a second update. In a customer poll by Cargo News Asia, the Port of Long Beach was named "The



The Port of Long Beach

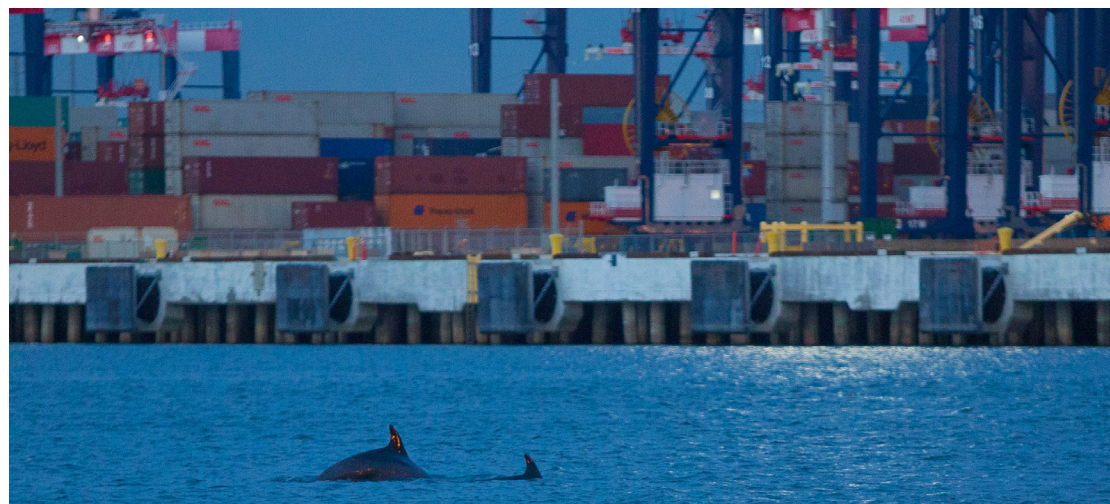
## 2 Complementing the Overall Mission

World's Greenest Seaport" in 2011 and 2014, and "The Best Seaport in North America" in 18 of the past 21 years.

Years of efforts to reduce environmental impacts related to goods movement have resulted in a flourishing ecosystem for fish, birds and marine mammals, according to a recent report on the water and habitat quality of Long Beach Harbor. The study also included the neighboring Port of Los Angeles.

The survey, conducted in 2013 and 2014, identified 558 species of plants and animals living on the rocks and pilings in the harbors. This represents a 60 percent increase from the last survey

in 2008 and almost twice the number cataloged in the 2000 survey. Water quality conditions also improved, with oxygen and phytoplankton measurements higher than ever before. Fish were abundant, and giant kelp beds expanded to cover as much as 132 acres of Outer Harbor waters, up from 27 acres in 2000 and 80 acres in 2008. Species have returned that cannot thrive in polluted waters, and there is growing biodiversity in the harbor, including more birds and mammals. The challenge for the Port's Communications and Community Relations team was to develop a 2016 Earth Day campaign to celebrate the progress, including the creation of this "#EveryDayisEarthDay" ad.



Environmental Stewardship is the first of the seven, long-term objectives set forth in the Ports 2006-2016 Strategic Plan, written shortly after the adoption of the Green Port Policy (and recently updated), and one of the six Port Bureaus reporting to the Port's executive director is Planning and Environmental Affairs. The Port's long-term goal is to become the world's first zero-emissions seaport.

One strategy of the plan is to "Engage the community, international trade industry, elected officials and government agencies to build positive relationships that foster mutual understanding."

Since 2005, overall diesel emissions from ships, trains, trucks and other equipment at the Port have dropped by a dramatic 84 percent, native wildlife is flourishing in San Pedro Bay, and initiatives are in place to mitigate the effects of greenhouse gases resulting from Port operations.

The Port's Capital Improvement Program, investing nearly \$4.5 billion to provide more efficient, green and technologically advanced facilities and

infrastructure, is continuing. The Port and its stakeholders have amassed an impressive record of environmental accomplishments with more on the horizon.

All of these initiatives and activities have provided remarkable market awareness and informational outreach opportunities for the Port's Communications and Community Relations Division, including several award-winning advertising campaigns targeted at both trade and community audiences, and activities in all other Communications sectors.

One of those activities was to invite the community to join the Port in celebrating Earth Day 2016 with an innovative ad for print and social media titled "#EveryDayisEarthDay." The ad was part of an Earth Day campaign that also included publicity placements and other activities.

## 3 Planning and Programming Components

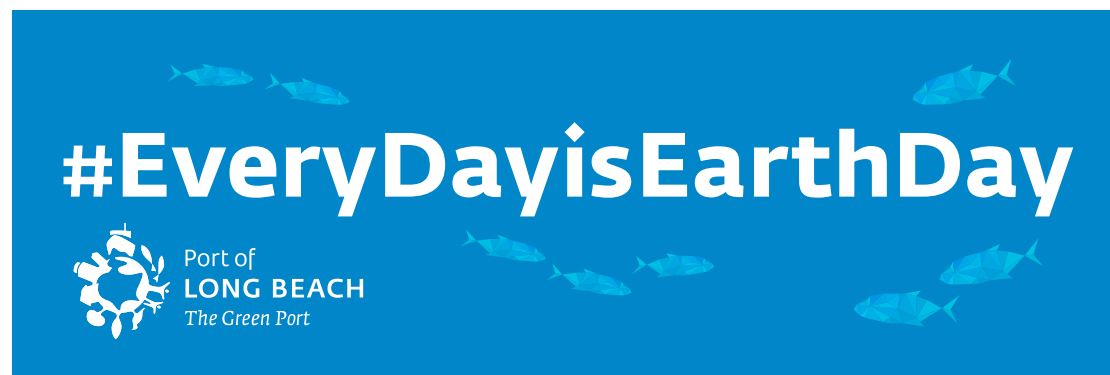
The goal of the “#EveryDayisEarthDay” ad was to engage the Long Beach Community and Port stakeholders in the celebration of the Port’s environmental success story, encouraging their interaction.

The primary audience included:

- The Long Beach community;
- Port of Long Beach customers and stakeholders;
- An international audience interested in Port affairs.

The objectives were to:

- Inform the target audiences about the Port’s environmental success story;
- Capture the audience with clever design and spectacular photography of harbor wildlife;
- Elicit interaction with readers and social media subscribers;
- Direct the audiences to the Port’s website for more detailed information;
- As much as possible, track the success of the ad and audience response.



#EveryDayisEarthDay Advertisement

## 4 Actions Taken and Communication Outputs Used

### Creative

The “#EveryDayisEarthDay” advertisement was designed, written and placed by the Port of Long Beach Communications and Community Relations Division team. The creative for the ad features bright and colorful images from the Port’s extensive photo archive depicting sea lions resting on a buoy as a loaded container ship moves by, and pelicans afloat in the eco-friendly harbor next to a container ship at dock. The California sky is blue, and the water sparkles.

Other design elements include banners, a fish graphic for accent, and copy blocks with limited copy.

All ads referenced #EveryDayisEarthDay, and included the [www.pob.com](http://www.pob.com) website and the Port logo with “The Green Port” tag.

The elements of the ad were designed to be shuffled to fit the media selection. Not all elements were utilized in all versions of the ad.

### Placement

Budget dollars were stretched with the use of social media that has little cost. Placements centered around Earth Day on April 22, 2016, and included:

- A spadea fold (a separately printed, unbound broadsheet that was folded around the front section of the newspaper, appearing as a partial page or flap over the front and back) was placed in the Long Beach daily newspaper, the Press-Telegram (circulation 40,000) on Earth Day as well as a traditional insertion the following Sunday (circulation 40,000).
- Traditional ads were placed in community newspapers including full-page ads in the Gazettes Newspapers (20,000 circulation) and other smaller community print and online newspapers
- A social media campaign included Facebook and Instagram with #EveryDayisEarthDay and branded banners for the week. To increase the impact of one single image on Instagram, the Port utilized a “grid image” by splitting the photo into

nine pieces and posting them in consecutive order. Fans saw only a small piece of the overall image as they scrolled through their feed. For fans to see the full image they had to visit the Port profile.



Image used for the Instagram grid.

## Traditional Copy

### Moving Cargo the Green Way

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#EveryDayisEarthDay

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

Port of Long Beach – the Green Port  
www.POLB.com



Ad with traditional copy

# 5 Communications Outcomes and Evaluation Methods

## Facebook Messages



Response to the ad and its various placements was very good, with readers appreciating the harbor wildlife photos.

- The Earth Day “spadea fold” in the Long Beach Press Telegram reached 20,000 daily subscribers, and traditional advertising placed in the Press-Telegram, Gazettes Newspapers and other local publications (most with online editions) met and surpassed

the maximum local exposure with 249,000 daily readers, and estimated 284,000 Sunday readers.

- The use of a “grid image” on Instagram increased engagement because a single image generally gets between 150 and 300 likes, while these grid images get many more. The post of the pelican photo received 484 likes, with 575 likes for the image of the sea lions.
- 6 Facebook posts were placed with 409 likes and a reach of 20,459.

*“The Communications team at the Port of Long Beach has been making use of various social media platforms for a number of years. And we have responded in kind as more and more people turn to Facebook, Twitter, YouTube and Instagram for news, current events, and interaction. In fact, one member of our team is dedicated to social media messaging. This Earth Day ad was a fun and successful way to incorporate both traditional and social media and get our readers/followers to respond.”*

*- Jen Cho, Manager of Creative Arts and Design, Port of Long Beach*

*"The wrap-around piece in the P-T really got my attention. I checked out #EveryDayisEarthDay on Instagram, too. Pretty cool. You guys are doing a great job with your programs to cut pollution and clean up the harbor. Keep up the good work!"*

*- Anonymous Press-Telegram subscriber*

## Recap

### Quick Facts:

The Port of Long Beach celebrated Earth Day 2016 with a colorful, fun ad and unusual placements, including a newspaper "spadea fold" and a "grid image" on Instagram, Facebook, in addition to traditional print and online placements.

The ad reached maximum local exposure with 249,000 daily readers, 284,000 Sunday readers, with estimated 2,000 likes and a reach of 20,456.

### Links:

- #EveryDayisEarthDay  
[www.polb.com](http://www.polb.com)

Follow the Port of Long Beach:

