



2019 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS

*Classification 1: Advertisements - Single Ad*

# A Cleaner Harbor Makes Our Friends Smile



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## Summary:

The 20th anniversary of the Long Beach Aquarium of the Pacific in 2018, in conjunction with the Port of Long Beach's great success in returning the harbor to a healthy ecosystem for native wildlife, are celebrated in this advertisement for a commemorative edition of the Long Beach Business Journal. A pelican and sea lion, appearing to smile, are ambassadors in the ad titled "A cleaner harbor makes our friends smile."

Ad for the 20th anniversary of the Aquarium of the Pacific



**A cleaner harbor makes our friends smile.**

Congratulations to the Aquarium of the Pacific on 20 years!

 Port of  
**LONG BEACH**  
The Green Port

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

# 7 Communication Challenges and Opportunities

The Port of Long Beach is one of the world's premier seaports, a gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship. Founded in 1911, the Port is a major economic engine for the region and handles trade valued at \$200 billion annually while also supporting one in every five Long Beach jobs, 575,000 Southern California jobs, and 2.6 million jobs across the nation.

As the industry navigates the "Big Ship Era," the Port of Long Beach is one of the few U.S. ports that can welcome today's largest vessels, which are newer, cleaner and more efficient. The Port serves 175 shipping lines with connections to 217 seaports around the world, offering a wealth of opportunity for U.S. businesses. Goods moving through the Port reach every U.S. congressional district. The Port encompasses 3,200 acres with 31 miles of waterfront, 10 piers, 80 berths and 66 post-Panamax gantry cranes.

Led by the five-member Board of Harbor Commissioners and Executive Director Mario Cordero, the Port is on track for a green future, completing the

most aggressive capital improvement program in the nation and creating the world's most modern, efficient and sustainable seaport. In 2018, the Port was named the "Best Green Seaport" in the world, thanks to its record of environmental stewardship, achieving dramatic improvements in air, water and sediment quality in the Port. The Port is pursuing a zero-emissions future, nurturing a host of clean technology demonstrations throughout the Port that will help the industry reduce environmental impacts to unprecedented levels.

The Port 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 habitat, 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 again in 2017.



The Port of Long Beach

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 and nearby businesses – are also critical to the Port's success and growth.

Focusing on water quality and marine habitat, a biological 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 previous survey completed in 2008 and almost twice the number cataloged in a 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 world-class Long Beach Aquarium of the Pacific is a Port of Long Beach neighbor and shares many of the Port's environmental goals, especially pertaining to water quality and habitat. Conservation programs and exhibits that educate the public about threatened species and habitats have been a focus for the Aquarium since its inception. In addition to maintaining its exhibits housing more than 11,000 animals, the Aquarium also conducts work on a variety of conservation projects to ensure future survival of endangered species, protect important habitats, and help the public become ocean stewards.

As a part of an extensive Community Outreach Program, the Port is a frequent sponsor of Aquarium projects.

The challenge for the Port's Communications and Community Relations team was to develop an advertisement celebrating the Aquarium's 20th anniversary while,

at the same time, illustrating the link to the Port's environmental success in reestablishing marine habitat in local waters.



*Wildlife at the Port of Long Beach*

## 2 Complementing the Overall Mission

Fully integrating the Green Port Policy into land use planning and policy, including the advancement of environmental justice for Port-adjacent communities, is a guiding principle of the Port's new Master Plan. Additionally, one of the four 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.

Since 2005, overall diesel emissions from ships, trains, trucks and other equipment at the Port have dropped by a dramatic 88 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 industry-leading \$4 billion capital improvement program this decade has resulted in some of the

most modern, green and efficient maritime facilities in the world, and 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.

The 20th anniversary of the Long Beach Aquarium of the Pacific, dedicated to protecting endangered animals and threatened habitats, provided a perfect opportunity to celebrate environmental success with a Long Beach neighbor and colleague.

## 3 Planning and Programming Components

The goal of the congratulatory ad for the Long Beach Aquarium of the Pacific was to join other Long Beach Community leaders in celebrating the 20th anniversary of this Long Beach treasure in a commemorative publication, while calling to mind the Port's commitment to the environment.

The primary audience included:

- Long Beach residents and business leaders.
- Port of Long Beach customers and stakeholders.

The objectives were to:

- Congratulate the Aquarium.
- Imply to the target audiences the Port's environmental success story.
- Capture the audience with clean-cut design and appealing photography of flourishing harbor wildlife.
- Direct the audiences to the Port's website for more detailed information about environmental programs.
- As much as possible, track the success of the ad and audience response.



*Aquarium of the Pacific, 20th Anniversary Logo*

# 4 Actions Taken and Communication Outputs Used

## Creative

The “A cleaner harbor makes our friends smile” advertisement was designed, written and placed by the Port of Long Beach Communications and Community Relations Division team. In line with the Port’s overall design philosophy, the creative design for the ad features a bright and colorful image from the Port’s extensive photo archive depicting a pelican and a sea lion, both appearing to smile, with the Port in the background. The California sky is blue, and the water sparkles.

The Port’s contract photographers regularly capture images like this one for the archive, with the pelican and sea lion appearing to pose.

Other standard design elements include a copy block with limited congratulatory copy (Congratulations to the Aquarium of the Pacific on 20 years!), the [www.POLB.com](http://www.POLB.com) website and the Port logo with “The Green Port” tag.

## Placement

This 10” x 14” full-page, full-color ad was created for one-time use and placed exclusively in the Long Beach Business Journal’s March 13, 2018, special edition celebrating the Aquarium’s 20th anniversary.

<https://www.lbbusinessjournal.com/wp-content/uploads/2018/03/March-13-2018.pdf>

The Long Beach Business Journal is a news magazine published every other Tuesday and serves as the “voice of business” in the Long Beach area. It covers a wide range of business and community issues with special focuses on international trade, real estate and development, healthcare, tourism, aviation and aerospace, technology, financial services, the arts, education and the environment.



*Wildlife at the Port of Long Beach. Photography used for the ad*

## 5 Communications Outcomes and Evaluation Methods

Response to the ad and the special edition were very good, with readers retaining this souvenir of the Aquarium's 20th anniversary containing complete information about the popular site.

Minimum circulation, including both subscriptions and free distribution at various locations through the region,

is 22,000, and the full publication is available free online at [www.lbbusinessjournal.com](http://www.lbbusinessjournal.com), including both current and archived editions.

*"Improving and protecting the environment is a top priority for the Port of Long Beach, as it is for our waterfront neighbor, the Aquarium of the Pacific. It's important to celebrate the commitment they've made to Long Beach over the past 20 years, with their world-class education programs and exhibits, housing many of the native species we see returning to Port waters. The Port is also proud to sponsor a number of the Aquarium's conservation-awareness projects through our Community Outreach Program with sponsorships and grants."*

*- Kerry Gerot, Port of Long Beach  
Director of Communications and Community Relations*

*"We frequently produce single-use ads in-house supporting various community events, and we are so fortunate to be able to pull from our extensive photo archive when we need to turn around an ad quickly with the perfect image. These happy sea creatures, at home in the improved maritime habitat at the Port, were perfect ambassadors for this ad."*

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

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