



2020 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS
Classification: Miscellaneous

2019 Holiday Greeting 3-D Pop-Up Card and Animated Video Versions



Working for Long Beach

Summary:

The Port of Long Beach's much-anticipated July 2019 move into architecturally and environmentally stunning headquarters – adjacent to the Port and at the heart of the city's thriving business community in the new downtown Long Beach Civic Center – provided the perfect theme for the 2019 Port of Long Beach Holiday Greeting. The 3D card, mailed flat and then expanded to desk art, delivered both a traditional holiday message to stakeholders and a keepsake to commemorate and reinforce the news about the Port's move back to the waterfront. Thousands were mailed to customers, maritime and supply chain partners, government officials, vendors and media professionals and others, and thousands more viewed a fun, animated digital version, shared on the Port's website and social media.



Port of Long Beach
Globe Holiday Card

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Communication Challenges and Opportunities

The Port of Long Beach is the Port of Choice – the premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety, environmental stewardship and sustainability. As the second-busiest container seaport in the United States, the Port handles trade valued at more than \$170 billion annually and supports 2.6 million trade-related jobs across the nation, including more than 575,000 in Southern California. The Port of Long Beach prides itself on its top-notch customer service and operational excellence, and in 2019 industry leaders named it “The Best West Coast Seaport in North America.” Founded in 1911 with a single municipal dock at the mouth of the Los Angeles River, today the Port encompasses 3,200 acres with 35 miles of waterfront, 10 piers, 80 berths and 66 gantry cranes.

The Port of Long Beach is a landlord port managed by the City of Long Beach Harbor Department. As the Port has grown and flourished over the years, so has its staff, and since the Port’s founding in 1911, the Harbor Department administrative offices, headquarters for most employees who don’t work on the docks and in the terminals, have been housed in five different buildings through the years. After more than 50 years in its Harbor Plaza Drive headquarters, Harbor Department management decided it was time to find a new home. The headquarters, which was opened in 1960 at the waterfront, was found to be seismically unsafe, inadequate for the Department’s evolving needs, and more expensive to renovate than replace. During negotiations for a location and construction of a permanent Port headquarters building, Department

staff relocated in February 2014 to Interim Administrative Offices (IAO) near the Long Beach Airport, away from the harbor.

The Port of Long Beach’s overall mission is to provide state-of-the-art seaport facilities and services that support and generate trade that brings economic benefits to the city, region, state and nation. The City of Long Beach Harbor Department is tasked with promoting, maintaining and improving the Port of Long Beach in the best interests of its stakeholders, and that includes fulfilling its 2014 promise to return to the waterfront and resume neighbor status with valued tenants and industry partners in downtown Long Beach, the epicenter of business and trade in this international city.

On July 29, 2019, the Port of Long Beach welcomed industry and community leaders to its new residence at 415 W. Ocean Blvd. It was a joint celebration with the City of Long Beach, marking the grand opening of the new Long Beach Civic Center. The sleek, modern 11-story glass structure housing the Long Beach Harbor Department and a new Long Beach City Hall opened for business simultaneously, along with the high-tech, 250-seat Bob Foster Civic Chambers that serve both Port and City.

The challenge for the Port of Long Beach Communications and Community Relations team was to incorporate this exciting move back to the waterfront into its always-unique annual Holiday Greeting to all stakeholders.

2 Complementing the Overall Mission

To accomplish the Harbor Commission's goal of providing open channels of communication between the Port and its various constituencies – a goal shared by Port executive management and staff – the Port of Long Beach Communications and Community Relations Division implements a comprehensive annual campaign to reach all of its critical target markets.

This campaign includes advertising and publicity in traditional and web-based media, social media, plus extensive

educational outreach, community sponsorships, industry conferences and outreach to customers, Port stakeholders and the local community.

The Port's much-anticipated July 2019 move back to the waterfront into architecturally and environmentally stunning headquarters – adjacent to the Port and at the heart of the city's thriving business community in the new downtown Long Beach Civic Center – provided the perfect theme for the 2019 Port of Long Beach Holiday Greeting.



3 Planning and Programming Components

Goal:

- The goal for this unique Holiday Greeting from the Port of Long Beach Board of Harbor Commissioners and Port Staff was to commemorate and reinforce the news about the Port's July 2019 move back the waterfront to a new, permanent Administration Building at 415 W. Ocean Blvd.

Objectives were to:

- Produce a unique printed version of the Holiday Greeting to be distributed to stakeholders via U.S. mail, suitable for extended display as a desktop keepsake;
- Produce a unique version of the Holiday Greeting suitable for electronic distribution to stakeholders via the Port's website and popular social media sites;
- Through design, illustrate the proximity of the new headquarters to the Port and harbor, the nearly

complete Gerald Desmond Bridge Replacement Project as an addition to the Long Beach downtown skyline, Port activity with ships, cranes and trains, and commitment to the environment with native wildlife.

- Complete the project on time and within the project budget of \$8,000 for the printed version plus postage and \$1,540 for the social media version;
- Track social media viewership and reactions to greeting.

Target Audiences:

- Port customers
- Maritime and supply chain partners
- Government officials
- Media professionals
- Port vendors
- Port social media followers/local community

Custom 4" Globe

Snow on Plastic
CH-GWS-0400 QTY: 3,000



Custom Insert Card - 5.25" x 4"

Port of **LONG BEACH**
The Green Port

Happy Holidays!
We will see you at State of
the Port in the New Year!

Best,
Joe Smith

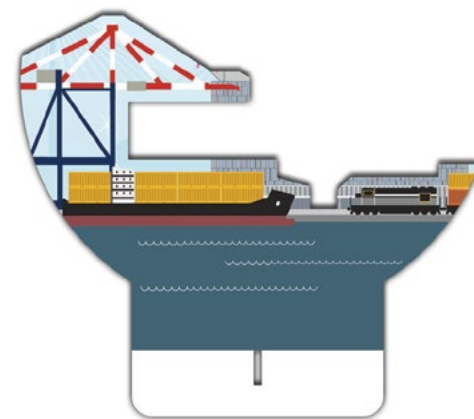
A8 White Envelope - Imprint: Face

Port of **LONG BEACH**
415 W. Ocean Blvd., Long Beach, CA 90802

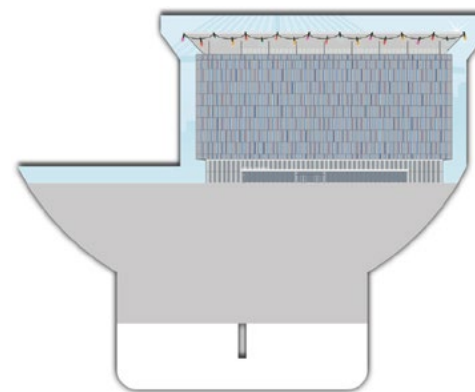
Port of Long Beach
Globe Holiday Card
3D Rendering of the Card,
Card Insert and Envelope



Custom Oval



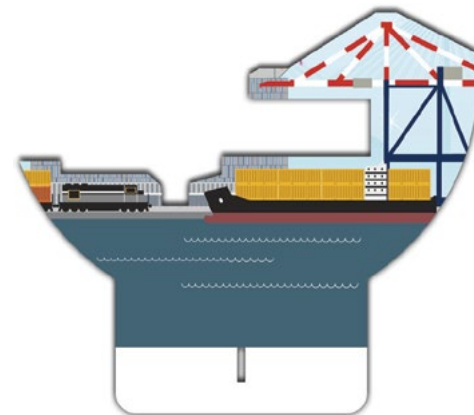
STAGE 1 FACE



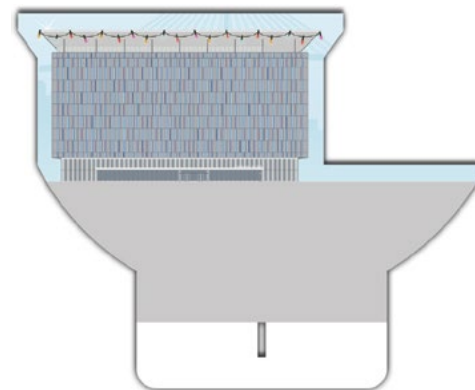
STAGE 2 FACE



STAGE 3 FACE



STAGE 1 BACK



STAGE 2 BACK



STAGE 3 BACK

Port of Long Beach
Globe Holiday Card
Cut-lines

4

Actions Taken and Communication Outputs Used

Overview

The Port's Communications and Community Relations Division developed a "snow globe"-style 3D paper design for the desktop keepsake gift and a digital version, augmenting the graphics and illustrations from the printed version and bringing them to life through animation.

Printed 3D Version

All creative work on the holiday card was done in-house from a template provided by 3D Paper Graphics in Chester, Connecticut. Printing costs were \$8,000 for 3,000 cards for a per-unit price of \$2.66. The card was mailed flat in an envelope with a signing card, and the card recipient was easily able to expand the flat card into a small table-top display. Postage was in addition to the production cost. The graphics represented the new Administration Building, the city skyline, construction of the Gerald Desmond Bridge Replacement Project, and the Port's

maritime partners via marine terminals with crane, ship and rail. Elements included:

- 3D Card (flat: 5 ¼" tall x 5 ½" wide, expanded to 3D: 5 ¼" tall x 4" wide) with 2" title oval and three art layers, printed front and back.

Foreground layer:

- Port representation with illustrations of terminal, harbor, crane, ship and train. Same both sides.

Center layer:

- Illustration of new Port Administration Building with holiday lights. Same both sides.

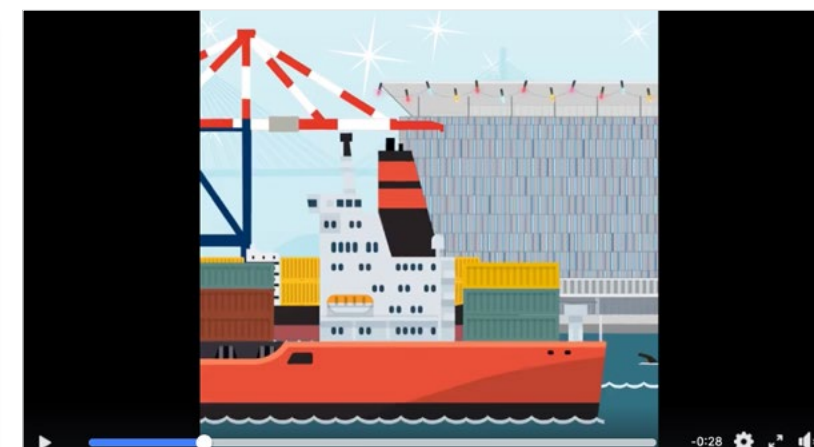
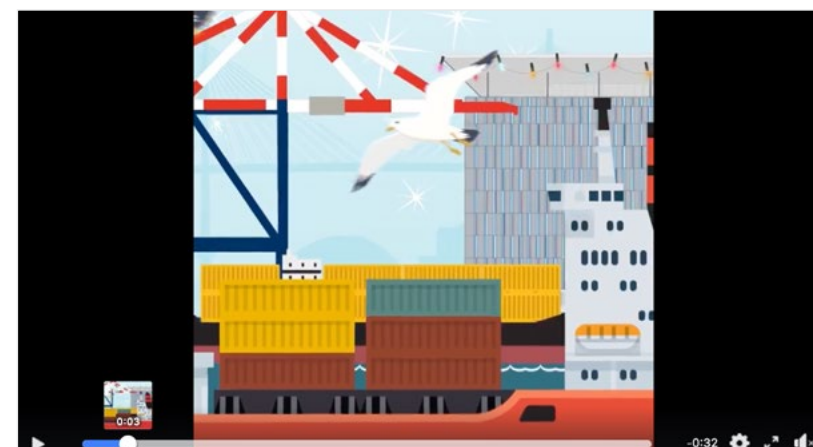
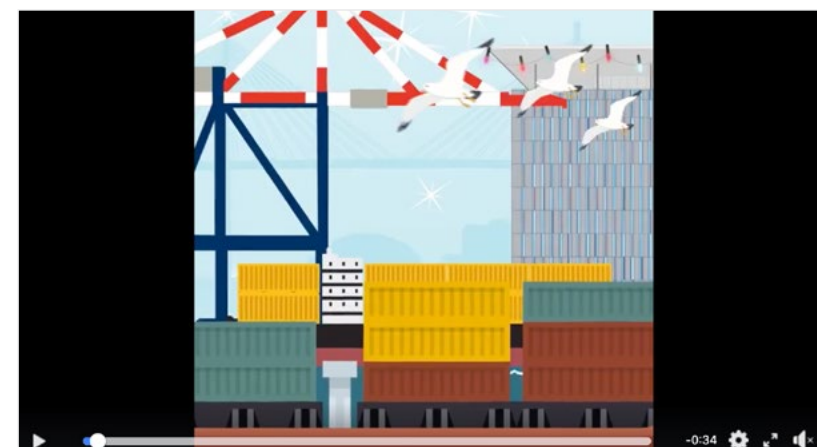
Background layer (back view of card):

- Illustration of new bridge and city skyline (Front side)
- Printed greeting and trademark information (Reverse side and back view)

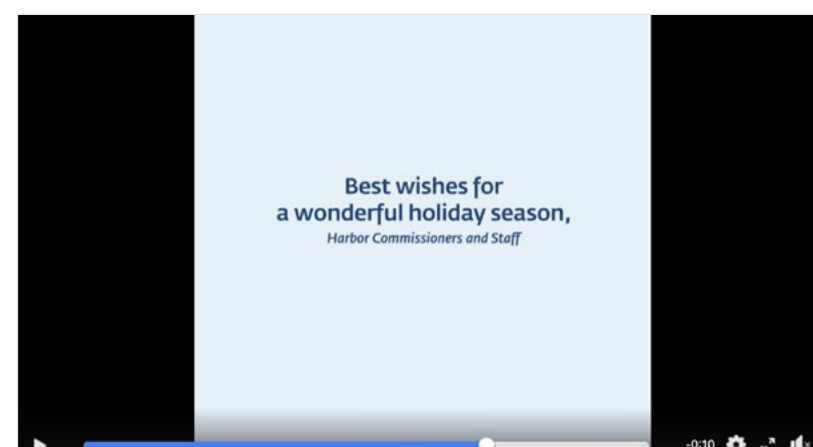
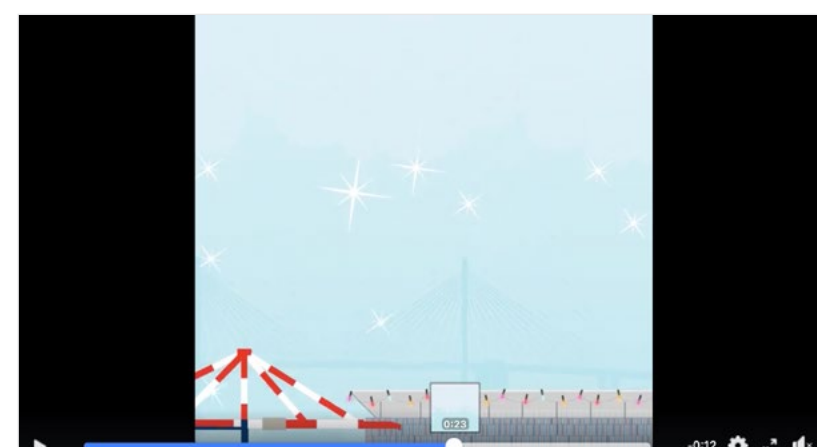
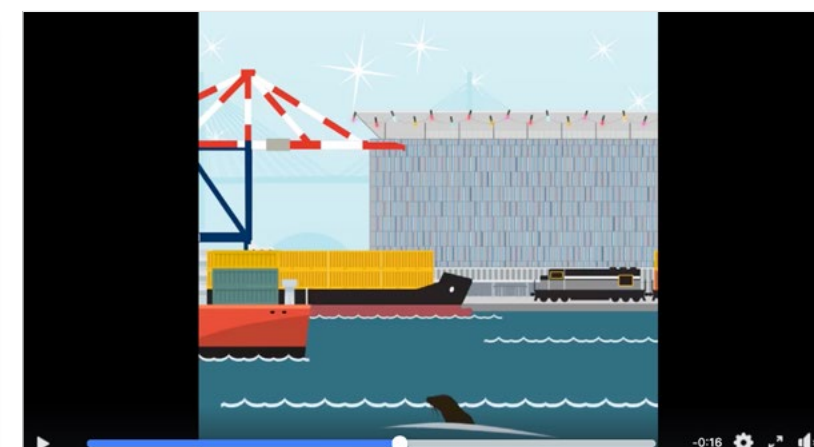
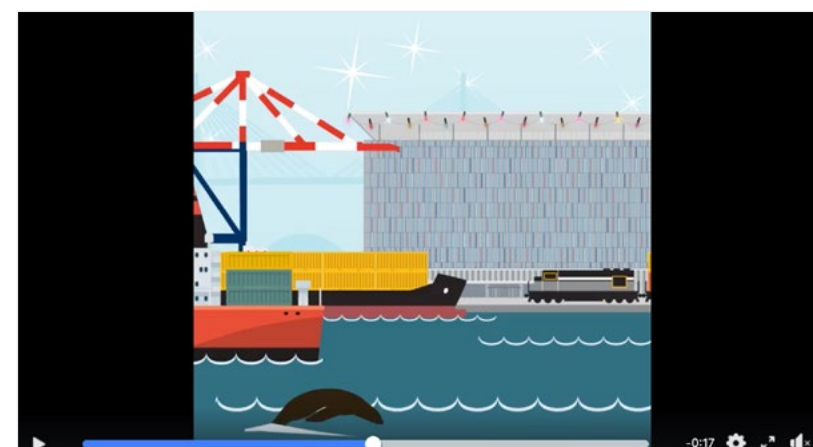
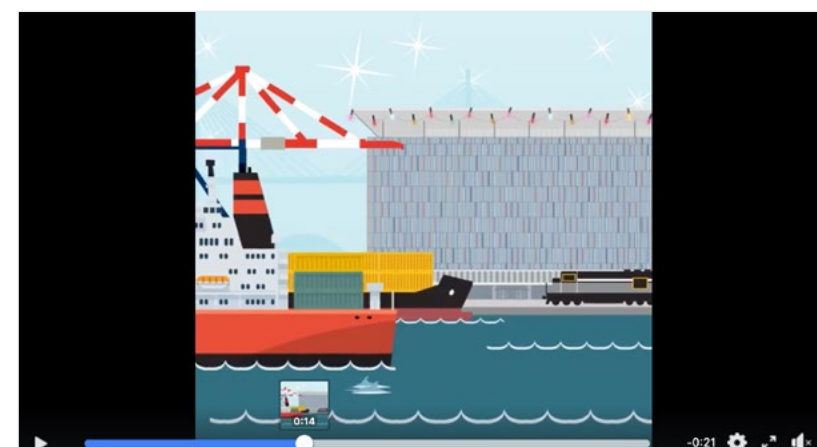
- Custom Insert Card, white with imprint (5 ¼" x 4", Port of Long Beach, The Green Port)
- A8 Envelope, white with return address imprint

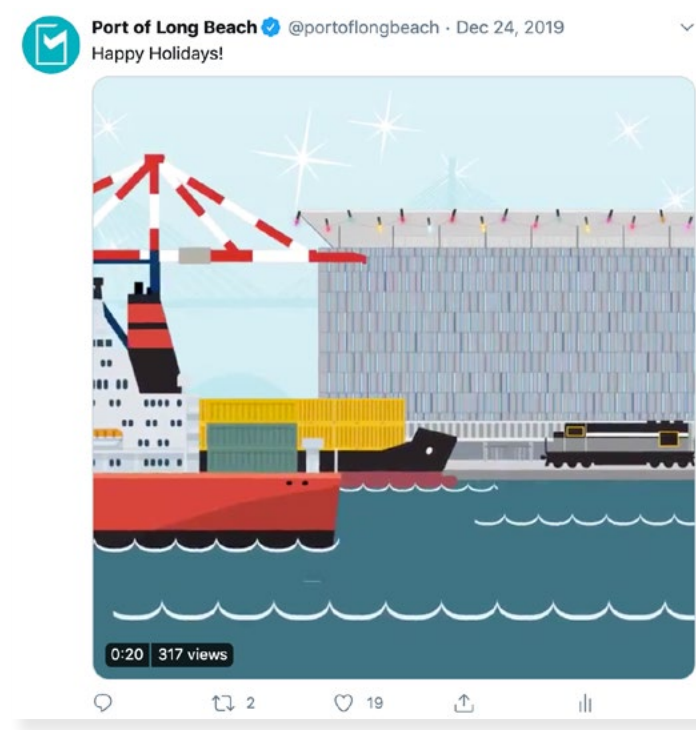
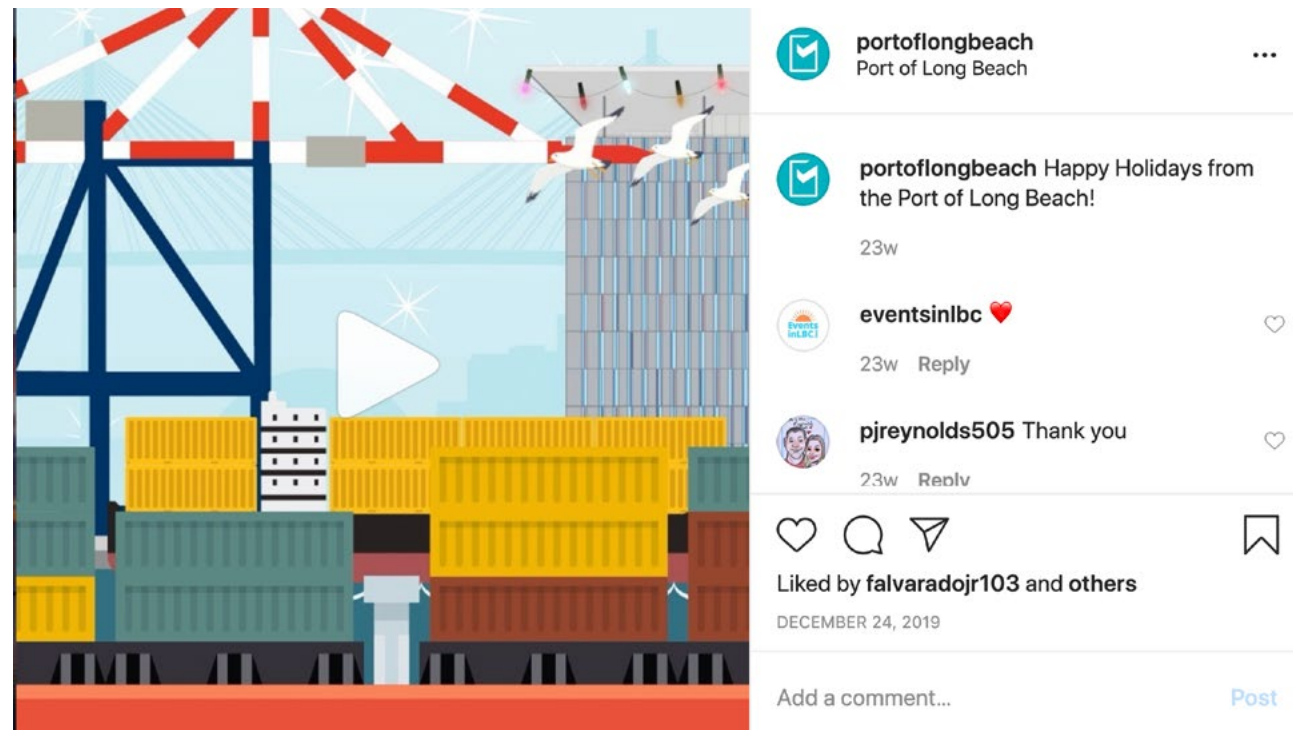
Digital Version

The 35-second digital version of the Holiday Greeting, set to a cheerful musical soundtrack, brought the graphics and illustrations of the printed version to life with animation including a container ship and train in motion, whitecaps on the waters of Long Beach Harbor, and seagulls, dolphins and a playful sea lion frolicking in The Green Port's clear air and clean water. The digital version, shared on social media and the Port's website, was created in collaboration with Arizona-based Port video contractor BLADE, at a cost of \$1,540.

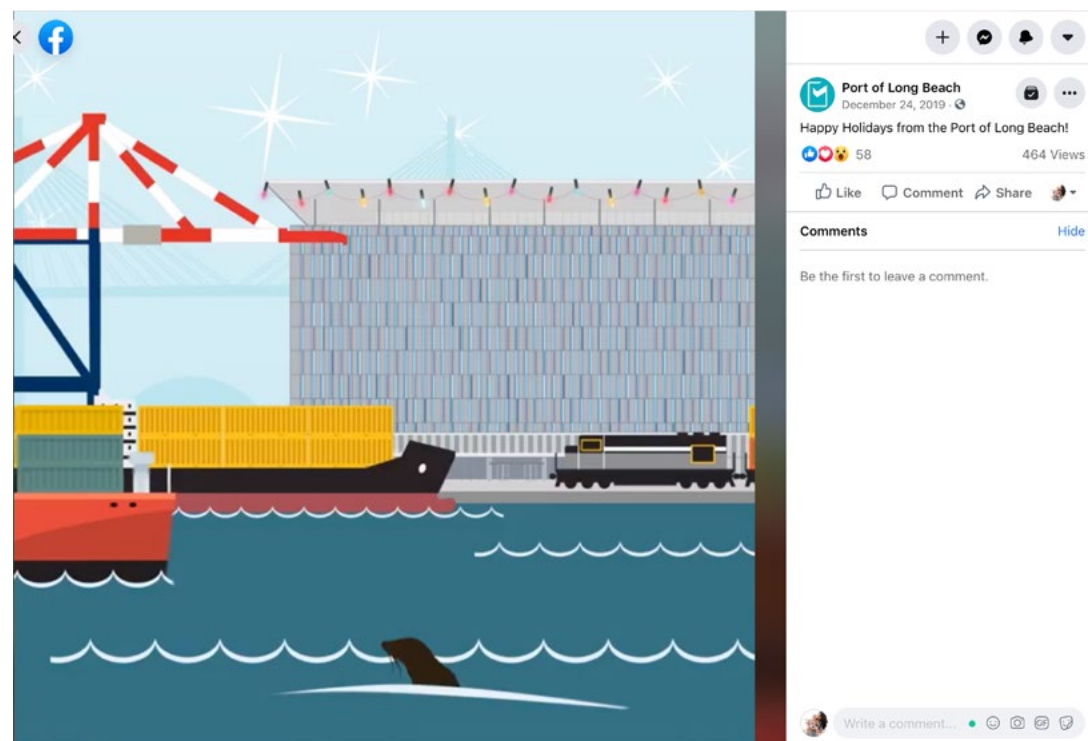


Port of Long Beach
Globe Holiday Card
Animation Clips
<https://www.facebook.com/PortofLB/videos/2205639656408972>





Port of Long Beach
Globe Holiday
Card Animation
Social Media Placement



5 Communications Outcomes and Evaluation Methods

All objectives were achieved for the Port's 2019 Holiday Greeting project. It was produced in a timely manner and on budget and was well received by recipients.

The unique 3D design of the printed version of the 2019 Holiday Greeting distinguished it from other mail during the busy holiday season, providing a traditional greeting from the Board of Harbor Commissioners and Port Staff and, at the same time, delivering a gift to commemorate the Port's new Administration Building. The keepsake was interesting, attractive and generic enough to be found sitting atop a Port stakeholder's desk year-round.

The digital version of the 2020 Port of Long Beach Holiday Greeting embraced the ever-expanding popularity of digital greeting cards and social media, allowing for expanded message content through animation and additional reach via website and social media views.

The digital card was posted on Facebook:

<https://www.facebook.com/PortofLB/videos/2205639656408972>

Posted December 24, 2019

Facebook views: 461

Likes: 58

And Vimeo for the Port's website:

<https://vimeo.com/376011713>

Posted November 27, 2019

Views: 787

"I got your card today and IT IS SO DAMN CUTE!!! :) Thanks so much for thinking of me. Merry Christmas to you!"

*– Cheryl Stock, Office Manager, Albany (New York)
Port District Commission*

"I've been collecting the Port's delightful and decorative holiday greeting cards for years. They always stand out. This year's card was especially meaningful as it represents the new downtown headquarters and other Port capital improvements that I've been watching from my downtown offices. These little pieces of art and Port-history-in-the-making have pride of place on my bookshelves."

– Lovetta Kramer, Kramer Communications

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