

2011 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ X |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

CATEGORY 1

CATEGORY 2

Entry Title Our NC Ports: Real Port Perspectives Videos

Port Name North Carolina State Ports Authority

Port Address 2202 Burnett Boulevard, Wilmington, NC 28402

Contact Name/Title Mary Cole Allen/Project Coordinator

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name North Carolina State Ports Authority

Being as precise as possible, please attach a separate entry statement, in English, that:

• **Defines the Communications Challenge or Opportunity**

- Situation Analysis (*assess major internal and external factors*)
- Problem Statement (*briefly describe in specific & measurable terms*)

• **Summarizes Planning and Programming**

- Goals (*summarize desired outcome or end result*)
- Target Publics (*be specific; list primary and secondary audiences if appropriate*)
- Objectives (*identify specific and measurable milestones needed to reach goal*)

• **Identifies Actions Taken and Communication Outputs**

- Strategies (*identify media choices, etc., that require tactics to complete*)
- Tactics (*specify actions used to carry out strategies*)
- Implementation Plan (*include timelines, staffing and budget*)

• **Summarizes Evaluation Methods and Communications Outcomes**

- Evaluation Methods (*describe either formal surveys or anecdotal audience feedback used*)
- Communications Outcomes (*isolate PR impacts to assess changed opinions, attitudes, behaviors*)

AWARD OF EXCELLENCE

Our NC Ports: Real Port Perspectives Videos

Communications Challenge/Opportunity

The North Carolina State Ports Authority (NCSPA) encompasses the seaports of Wilmington and Morehead City, plus inland terminals in Charlotte and the Piedmont Triad. Our mission is to enhance the economy of North Carolina by providing access to the global shipping marketplace.

While logistics and shipping professionals knew about the state's ports, business leaders and economic developers throughout North Carolina know little about the benefits they can reap by using the NCSPA ports and underestimate the value they bring to the state's economy. Also, many North Carolina businesses may use competing ports in other states. When businesses use competing ports, they take tax revenue, jobs and economic development opportunities from North Carolina. To be successful, we must continue to increase businesses and create jobs throughout the state.

To communicate the importance of our ports to the state, we knew we had to show real examples of how the ports positively impact the economy in North Carolina. These videos were featured on our new microsite, OurNCPorts.com as well as used in presentations at events throughout the state.

Planning and Programming

Goal: To increase awareness and support for the NCSPA among business leaders and economic developers throughout North Carolina by sharing real stories from our customers.

Target Audiences: Economic developers, business owners, chambers of commerce and legislators.

Objectives:

- To increase in-state shipping through Wilmington and Morehead City Ports.
- To feature businesses throughout the state that benefit from using the NCSPA ports.
- To show the ports of Wilmington and Morehead City as valuable economic resources for the entire state of North Carolina.

Communication Outputs

Prior to developing the videos and the overall marketing plan, we conducted research to learn more about how our customers view our ports and how they make shipping decisions. The result: our target audience left shipping decisions to their logistics personnel who based shipping solely on what is fastest and most cost-effective. The videos would need to change the conversation about the ports – urging business leaders to choose the state first – and infuse a sense of pride linked to the ports at Morehead City and Wilmington.

We placed a tab on the homepage of OurNCPorts.com labeled "Real Port Perspectives." This tab takes users to the video stories from our customers at Goodyear Tire & Rubber Company, Furniture Brands International, Old Dominion Freight Line and the Piedmont Triad Partnership. Each customer was interviewed about the impact the NCSPA ports have on their respective business and the state as a whole, and animation graphics were added to better communicate the story to the average viewer. The videos were meant to be brief looks at how our ports have a reach outside of their home communities.

When choosing customers to feature in the videos, we targeted businesses and brands that were highly recognizable and important to the growth of our state as a whole. For example, furniture is a heritage industry in North Carolina, and without international shipping access, many furniture businesses have folded or moved overseas. Our ports provide global access for Furniture Brands International, allowing

their long-time business in North Carolina to continue operations. These videos all ultimately tell the story of real jobs and tax revenue for our state in a way that is easy to understand.

Implementation Plan

The videos were directed, filmed and edited by our outside public relations agency, Capstrat, in Raleigh, NC. We plan to add new videos as we identify opportunities within our customer base. The videos are one of the main drivers of our web traffic from banner ads, which provide the most visits to our microsite.

To promote and drive traffic to the video page, we placed banner ads on sites where we knew economic developers and business owners were visiting regularly, which included online business journals and major news sites throughout the state.

The final videos are a crucial part of our new microsite and presentations we give to stakeholders and potential new customers across the state. Not only do they help promote our mission and goals, they give our customers positive advertising for their respective businesses.

Evaluation Methods and Communications Outcomes

We continue to work with Capstrat to measure traffic to the videos since the site launched on February 7, 2011 and there have been more than 10,000 visits so far. Our site traffic continues to be driven by our banner ads on various business journal and news sites across the state.

Our customers were pleased with the videos and we hope to feature more of our shipping partners in the future. These videos allow us to tell these stories in a concise, easy-to-understand way that we could not do before. They allow us to press forward with statewide business education about our value to North Carolinians by putting real faces and voices on our ports.