



7. OVERALL CAMPAIGN

Entries for Overall Campaign must include copies of all materials related to a comprehensive campaign or program (e.g., news releases, ads, brochures, Web site pages, videos, etc.) designed to achieve a specific goal or objective, and can include materials entered into other classifications of this awards competition... You must complete the questions on this page for each entry and include a high-resolution electronic image (see Electronic Images for details) that best depicts it for publicity purposes. Please be brief, but use as many pages as you feel is necessary to answer the questions.

CATEGORY 1 X CATEGORY 2 []

Entry Title: "Let's Talk Port"

Port Name: Port of Long Beach

- 1) Was this entry produced in-house? X by an agency? [] or a combination? []
10 Number of staff Number of volunteers
2) To what audience(s) was this entry targeted? The Long Beach community, through individual, strategically targeted neighborhoods.
3) What was the overall objective, the key messages and timeline of events for the campaign? (Attach separate write-up if preferred.) Please see enclosed descriptor for detailed objectives, messages and event timeline.
4) Thoroughly describe the campaign in terms of: research, planning, implementation and evaluation, and provide an analysis of the campaign's success in meeting the overall objective. Please see enclosed descriptor for detailed planning, evaluation, analysis and success metrics.
5) If your Overall Campaign is in a language other than English, please briefly describe the major points of this entry in English.

Award of Excellence