

6. MISCELLANEOUS

Entries that do not fall within the other classifications will be judged in the Miscellaneous classification. *You must complete the questions on this page for each entry and include a printed rendition of the submission (for judging and display purposes) and 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 CATEGORY 2

Type of Entry (e.g., billboard, sky-writing, blog): Electronic holiday card

Entry Title: Happy Holidays from the Port of Vancouver

Port Name: Port of Vancouver USA

- 1) Was this entry produced in-house? by an agency? or a combination?
- 2) To what audience(s) was this entry targeted?
Customers, clients, tenants, business partners, elected and appointed government officials, friends of the port, neighborhood association and community contacts.
- 3) What was the goal or objective of producing this entry and what were the key message(s) this entry intended to communicate to its target audience(s)?
Our goal was to develop a creative, environmentally-friendly, holiday card that showed each of the port's pride points (river, road and rail connections; our new mobile harbor crane; Longshore; warehousing, etc.)
- 4) How many printed copies or data disks (e.g., CDs) were distributed, if any? If produced for the Web, how did you assess "visits"?
Our primary method of measurement was keeping the feedback we received via e-mail upon distribution of the e-card to our audiences. Feedback was overwhelmingly positive and fun. People who received the card were impressed and enjoyed viewing it. Several even asked who did the work for us, and how they could get in contact with the agency.
- 5) How did you evaluate the success of this entry and what were the results? *(Be specific.)*
See No. 4 above, and attached email messages.
- 6) If your Miscellaneous submission is in a language other than English, please briefly describe the major points of this entry in English.

Award of Excellence