

Georgia Ports Authority

Overall Campaign: “GPA’s Statewide Outreach Campaign” – With the ultimate goal of converting previously unreached Georgia constituencies into supporters and potential customers into clients, GPA’s outreach campaign utilized the theme, “Gateway to American Commerce.” It relied heavily on PowerPoint presentations and speeches to targeted community groups such as civic organizations, schools and associations, emphasizing past and future port growth, market trends and economic forecasts. One judge said: “I really feel (the port) took the time for careful (audience) evaluation, when evaluation is typically the ‘weak link’ in the awards (submissions).”