

2010 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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

CATEGORY 1

CATEGORY 2

Entry Title: Port of Vancouver Fortune Magazine Wrap Program

Port Name: Port of Vancouver USA

Port Address: 3103 NW Lower River Road, Vancouver, WA 98660

Contact Name/Title: Katie Odem, Communications Specialist

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

Name: Port of Vancouver USA

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

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (*assess all 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*)

NOTE: For a detailed presentation on strategic communications "Ingredients for Success," go to http://aapa.files.cms-plus.com/SeminarPresentations/2009Seminars/2009PublicRelations/Skeltis_Kim.pdf

Port of Vancouver USA
2010 Communications Award Entry
Category: Advertisements – Series
Entry Title: Port of Vancouver Fortune Magazine Wrap Program

Category 1

585
5181
5184
5186
5187
5188

Communications Challenge or Opportunity

The Port of Vancouver USA was seeking to differentiate themselves from the better-known Canadian port, Port Metro Vancouver (British Columbia) and raise its awareness around the world. At the same time we had to maximize a limited marketing budget which had been reduced from previous years.

Planning and Programming Summary

- **Goals:** The primary objective of 2009 marketing and advertising was to increase awareness of the port and to distinguish the Port of Vancouver USA from the globally better-known Canadian port, Port Metro Vancouver (British Columbia).
- **Target Audience:** The primary target audience was decision makers in shipping and freight companies, freight forwarders and manufacturers who ship goods. A secondary audience was site selection decision makers, either consultants, or executives in businesses seeking to expand to the Pacific Northwest.
- **Objectives:** During the course of media planning with the ad agency it was determined that to maximize budget a unique strategy would need to be implemented; this program was a result of that determination.

Actions Taken and Communication Outputs

The Port of Vancouver, at the recommendation of the ad agency, utilized a very targeted approach to their 2009 print advertising efforts. This came in the form of a six-month magazine wrap program. Port of Vancouver, partnering with their ad agency and with Targeted Media, a division of Time Inc., established a targeted list of 700 prospects (domestic and international). These recipients each received a six-month subscription - 24 issues - of FORTUNE magazine, each custom-wrapped with a 6-page (4 pages on the front cover of the magazine, two on the back cover) informational wrap educating recipients around the world on the features and benefits of the Port of Vancouver USA.

The POV's primary marine focus and expertise is in the heavy-lift and break bulk categories of shipping. POV competes, not with the Port of Portland, for example, whose focus is on container shipping, but with other ports such as the Port of Longview and the Port of Houston, who also have heavy-lift and break bulk capabilities. The POV key differentiator is its equipment. In 2009 the POV obtained a second 140-metric ton mobile harbor crane, becoming the first port in North America with two such cranes. The possession of the two cranes gives the port greater capabilities in heavy-lift than any of their competitors. The creative messaging therefore focused on educating the audiences on the acquisition in an engaging and impactful way. The list of recipients was hand-picked by the port staff, with assistance in list development from Grady Britton and Targeted Media. This enabled the POV to deliver a creatively focused message to an extremely targeted audience.

Evaluation Methods and Communications Outcomes

Overall the program was very well received by both recipients in the program and the POV staff, who were able to use the overrun on each issue of the magazine for in-person marketing efforts in addition to those magazines that were mailed out as part of the program. Statistics from the program survey as well as anecdotal results follow.

Statistics

Four months into the program a survey was conducted by Targeted Media/Time, Inc. Email surveys were sent to those with registered email addresses, the balance were sent via regular mail. The survey had an 11% response rate. Of those who responded:

- 92% had seen the POV cover wraps.
- 75% said they found the cover wraps useful and/or informative to them.
- 70% said they are now more likely to consider the POV.
- 81% rated the magazine wrap program as excellent to above average versus how other companies communicate with them.
- 21% said they plan to utilize the Port of Vancouver in the next two years.

Anecdotal Results from Survey

"Very effective means of communication. We are now considering the port for shipments headed to our Canadian customers. Thank you for the magazine." – John O'Donnell, Venture Group International

"Will consider the port as a possible trans-shipment alternative." – Paul Wing, Petro-Canada

"Such innovative targeting programs indicate that the port is focused on targeted messages to a targeted audience. This gives the impression that they have 'got it together' since they are spending the time doing these programs. Definitely makes the port worth considering when we import wind power equipment coming from Asia. Thank you for marketing in an enjoyable way." – Sean Maguire, Mainstrem Renewable Power

Anecdotal Results from POV Staff:

"Anecdotaly, I see an increase in the level of inquiry to us at the port regarding capabilities, rates and options. It is surely helping to get the word out. Positive all around." - Nick Haindl, Marine Marketing Manager

"Larry (POV executive director) and I walked into Combi Lifts' office in Korsor, Denmark - they brought a copy of the magazine into the meeting. They thought it a very innovative idea." - Alastair Smith, Marine Marketing Director