

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 | _____ | 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 | <u> X </u> |

<input type="checkbox"/> CATEGORY 1	<input checked="" type="checkbox"/> CATEGORY 2
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Entry Title www.portsofindiana.com

Port Name Ports of Indiana

Port Address 150 W. Market St., Ste. 100, Indianapolis, IN 46204

Contact Name/Title Jody Peacock, Director of Corporate Affairs

Telephone 317-232-9200 Email Address jpeacock@portsofindiana.com

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

Name Ports of Indiana

Homepage:
www.portsofindiana.com

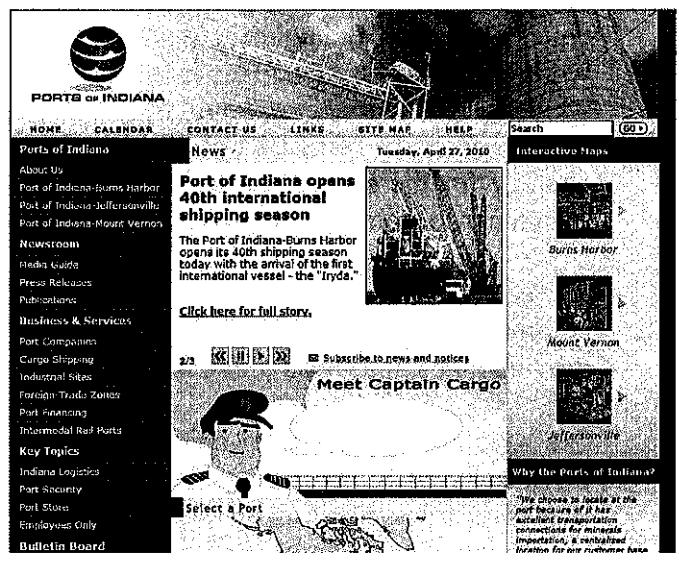
- Additional pages:
- http://www.portsofindiana.com/poi/about_us/overview.cfm
 - http://www.mediasauceclients.com/poi/06001SDL/index.html
 - http://www.portsofindiana.com/maps/flashmap.html?map=0
 - http://www.portsofindiana.com/poi/burns_harbor/executive_summary.cfm
 - http://www.portsofindiana.com/poi/mount_vernon/available_land.cfm
 - http://www.portsofindiana.com/newsroom/publications/



Ports of Indiana Website Entry Statement

Communications Challenge/Opportunities

- **Situation Analysis:** The website www.portsofindiana.com serves as the premier marketing tool for the Ports of Indiana. Because we have three port facilities that are as much as a 6-hour drive apart and our Corporate Headquarters is in downtown Indianapolis (at least 2 hours from water in all directions), it is impossible for anyone to literally stand on a dock and really see all of our port operations. In fact, most of Indiana's businesses and population are not located near water, so the website is even more important because it is the only place they can really see what we do. Because of the distance between and diversity of our ports, we use the website to "bring it all together" and show our target audiences how each individual port component is part of a much bigger and more powerful network that stretches across the entire state of Indiana.



Planning and Programming

- **Goals:** The goal of the website is to serve as the primary "portal" or entry point for our entire Ports of Indiana system. It is the main marketing piece that brings our very diverse and expansive system of ports all together for public view under one brand and one corporate structure. We use it to market our port resources and our tenant companies, which we do through substantial background information, numerous maps, printable brochures as well as tenant testimonials and contact info.
- **Target Audiences:** The main target audience for our website includes current port tenants and customers, prospective customers that are looking to locate at or use our ports, the media, state officials and government, and our three port communities' leadership and economic development partners. As a secondary focus, it is also geared toward the general public and those without any previous contact or knowledge of the Ports of Indiana.
- **Objectives:** Our main objectives for the website are to provide an overview of the Ports of Indiana; to inform our audience of notable current events; to generate business for our ports and port companies; and to provide a resource for key issues related to our ports. It is divided into four main sections: 1. Ports of Indiana overview, 2. the Newsroom section, 3. Business & Services, 4. Key Topics. Links to almost every page are available on the left side menu or as a drop-down selection throughout the entire website.

Actions and Communication Outputs

o Strategies

One of our main strategies is to maintain a website that portrays the Ports of Indiana as a world-class port system. This is a huge challenge for a small staff with a tiny budget. So while our main strategies would be similar to “the big boys” in that we want our site to be a comprehensive resource for all things “Ports of Indiana” – we also have an underlying strategy for the site that is to have a fresh, “always new” look without requiring daily maintenance from us.

To accomplish this we have incorporated several animation features that change automatically with every visit or “refresh” of the homepage. These features include moving maps, masthead pictures and changing graphics.

We have also incorporated unique, customizable maps that allow visitors to get a quick birds-eye view of our ports and the key areas that meet their needs: available land, current port companies, road/rail access, directions, etc. Having easy to use ‘click-on’ or ‘toggle-over’ maps on the home page is important for our users to quickly see and learn where are ports are and how our unique system is set up – plus the maps are just fun to play with, which adds to their value tremendously.

On our home page, the rotating news stories are the main focus. They allow us to show that there is a lot going on at our facilities. This gives the target audiences, especially media, a quick snapshot of what’s important and where they should go to get more info. Obviously this always includes a photo to draw more attention to it as the main feature on the home page.

Another key strategy for us is to provide simple answers to the reoccurring question: “Indiana has ports?!!!” We get that a lot so one of our goals is to include a comprehensive description of the organization and its various functions for those who are not at all familiar with our ports or ports in general (government, community leaders, businesses that don’t currently ship by water, general public) and to do it in a easy to understand format.

A key feature we use for that is the “Meet Captain Cargo” cartoon which was added to our home page as a fun way to tell “our story” in a short (4 min), easily digestible format. While admittedly not quite on par with the popular TV shows “Family Guy,” or “The Simpsons,” our own Captain Cargo pulls from that popular genre and does allow us to have fun marketing our ports in an unusual way that has gotten a great reaction from many people and is very popular with school groups that visit the ports or when we show it in their classrooms.

We have also made the home page easy to navigate with displays of the most recent news while providing an extensive menu (accessible from all pages) of links to descriptions of every significant aspect and function of our organization.

- **Implementation Plan:** The Ports of Indiana website is designed and maintained by a combination of in-house staff and multiple outside agencies with different areas of expertise. Website content is updated continuously, as news and updates are released.

The budget for the website is \$10,000 per year which is used exclusively for the development of a new feature or new technology that will enhance the site. We have negotiated the general maintenance of the site into our contract for IT support at no additional cost.

We aggressively promote the site by including the web address on a variety of our promotional materials and on all of our publications. Every presentation we give incorporates the address, driving new groups to the site. The link is also included on all press releases, emails and any information coming out of our organization.

Evaluations Methods and Communications Outcomes

We evaluate the success of the site through numerous areas. The main “web hits” analytics we measure are Visits, Visitors, Average Visits per Day, Average Visit Duration, Median Visit Duration, Average Page Views per Day, Average Page Views per Visit, International Visits, Visits from United States, and Total Page Views. The ebb and flow of our site traffic closely mirrors the volume of our news coverage and press release dissemination. We have seen tremendous increases in all categories over the last six years – when comparing 2004 vs. 2009, there were huge increases in Visits and Visitors, the Average Visit Duration added three minutes and Total Page Views more than doubled.

We also survey customers on a regular basis to verify their information on our site and ask for their input about current and future site features as well as new business contacts that were referred to them by the site. Based on these discussions, we make ongoing changes to the site and have added several new features, such as a need for some tenants to have their own company webpage based on our site. We have worked with them to design a simple page of contact information and service descriptions that we maintain for them at no charge, and they then can use that to market their business (which also markets our site as well). This has been a big help to the smaller tenant companies that don't have a marketing staff and now others are eager to participate.

We have also significantly reduced printing costs for our main marketing brochures (which were \$10,000 per year) by posting them as PDFs online. We still have some print costs for the brochures but they are not on an annual basis and there is no delivery cost or postage with our ports and potential customers accessing the online versions.

The website www.portsofindiana.com is the Ports of Indiana's primary marketing tool where we bring together all the facets of our three-port system in an easy-to-navigate site. We strive to keep things fresh and interesting and can easily measure its success by the positive feedback we get everyday – from new and old audiences alike. It has been the crown jewel of our marketing efforts for several years and it is something all of our employees take great pride in showing off to their contacts, associates, prospects and friends.