

THE UNIFIED VOICE OF THE SEAPORT INDUSTRY

**AAPA**  
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# Engaging Internal Staff to Become Brand Ambassadors

Monday, Oct. 28, 2019

*AAPA Communications and Marketing Seminar  
Montreal, QC, Canada*



# Presenters

**Daniel Pennington – Moderator**

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Long Beach, CA, USA





JEN CHOI

Port of Long Beach | *Manager of Creative Arts and Design*



Port of  
**LONG BEACH**  
*The Green Port*

## CASE STUDY | Port of Long Beach Logo Prior to 2007



## CASE STUDY | Port of Long Beach Current Logo



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**LONG BEACH**

*The Green Port*

# CASE STUDY | Port of Long Beach Logo Reveal- 2007





# CASE STUDY | Port of Long Beach Logo Reveal - 2007





9714



**We're improving our  
marine habitat.**

**How's that for safe harbor?**

*Thinking outside the docks*



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**LONG BEACH**

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**WELCOME TO**

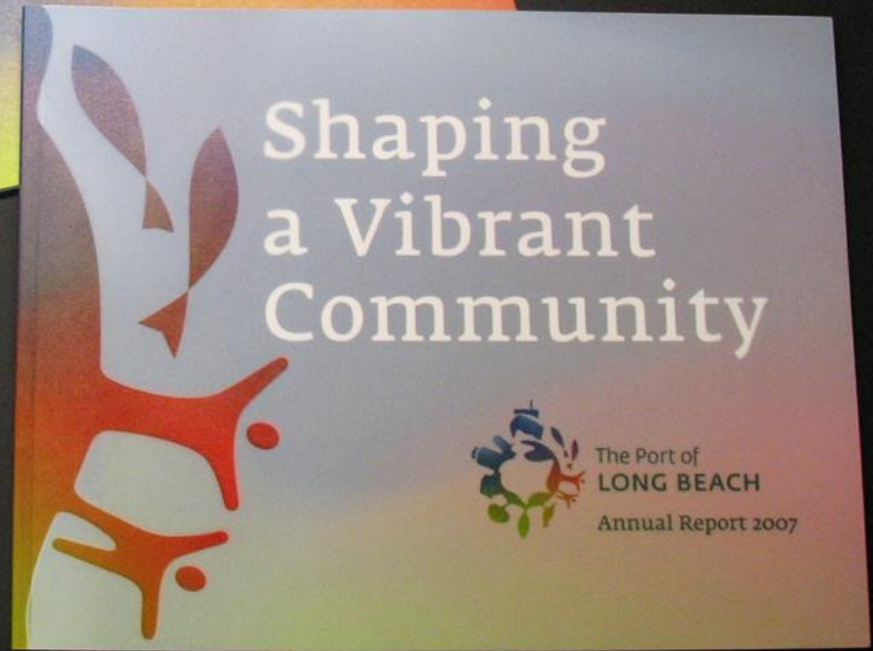


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CASE STUDY | Port of Long Beach Logo Reveal - 2007



The Port of  
LONG BEACH  
Annual Report 2007

The Port of  
LONG BEACH  
Annual Report 2007



# CASE STUDY | Port of Long Beach Logo Reveal - 2007





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# LESSONS LEARNED

## *ASSUMPTIONS*

Internal staff will be automatic brand ambassadors

## *Reality*

Internal staff needs proper training and tools to become brand ambassadors

# WHAT IS A BRAND AMBASSADOR?

Brand ambassadors are simply people who represent and talk about your organization in a positive way.

They provide credible, trustworthy promotion and visibility to a brand.

The best brand ambassadors are employees.



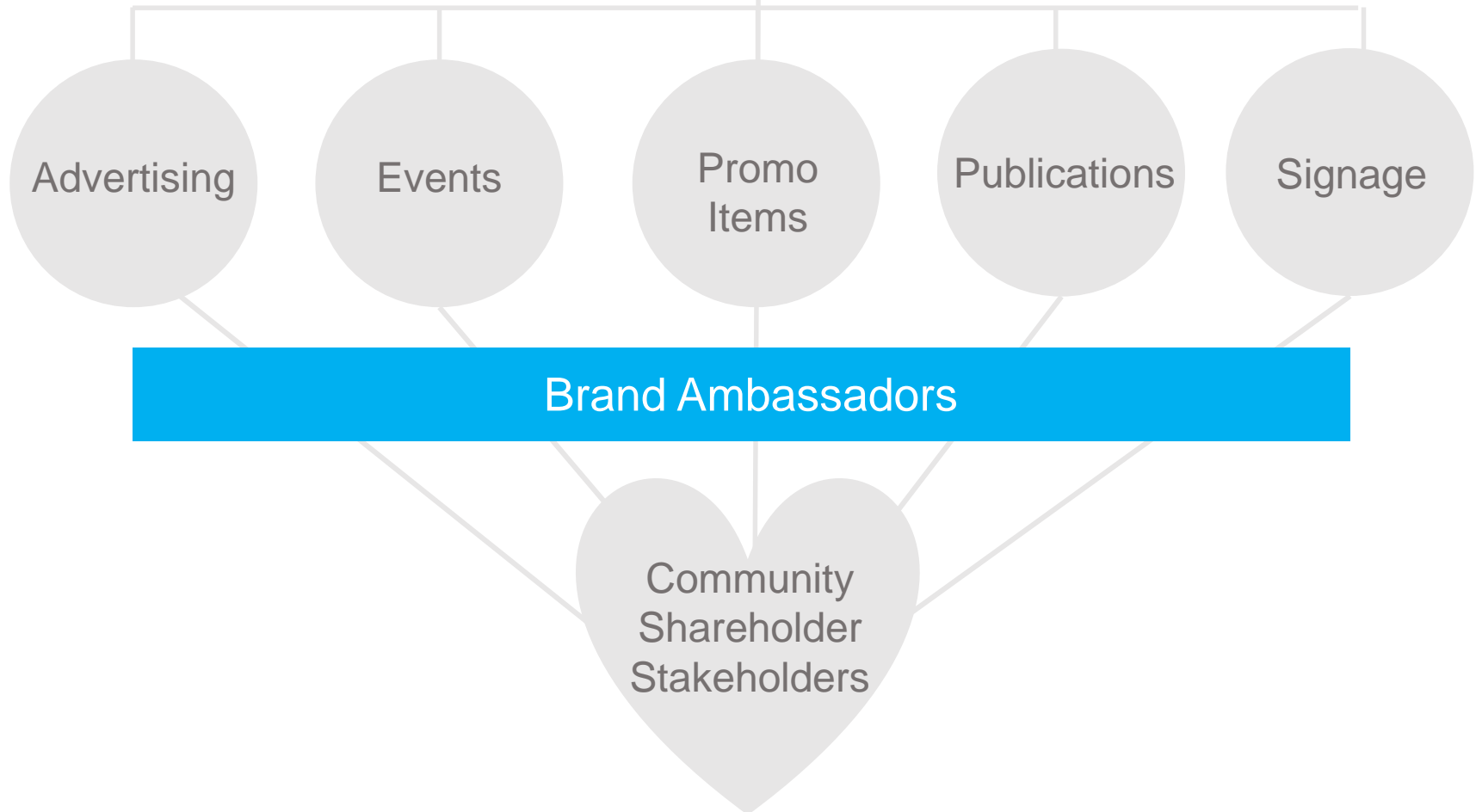




“ awareness is fine, but  
ADVOCACY WILL TAKE  
YOUR BUSINESS TO THE  
NEXT LEVEL. ”

-Joe Tripodi, Chief Marketing Officer,  
The Coca-Cola Company

# CASE STUDY | Port of Long Beach Logo Reveal





BUSINESS  
SUCCESS







# The GREEN PORT of the FUTURE







City of LONG BEACH  
Harbor Patrol



Long Beach Harbor Patrol

S. MARTIN  
POEZ  
PALDERMAN  
R. DAVILA  
T. JONES

NIKE  
SHELL







New technology means  
a greener future

ZERO EMISSIONS



Our goal:  
zero emissions



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1 in 8 jobs in Long Beach.  
And that's good for  
our whole community.



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# THANK YOU!

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