



11. PROMOTIONAL MATERIAL (Either brochures/pamphlets/booklets OR maps/calendars/posters)

Materials in this classification must advocate or support a particular goal, objective or program and be a component of a larger communications effort. Photographs used in maps, calendars and posters must be identified in the body copy or have captions. You must complete the questions on this page for each entry and include 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.

Brochure/Pamphlet/Booklet [ ] Map/Calendar/Poster [x] CATEGORY 1 [ ] CATEGORY 2 [x]

Type of Entry: Calendar

Entry Title: Maritime Calendar 2007

Port Name: Port of San Francisco

- 1) Was this entry produced in-house? [ ] by an agency? [ ] or a combination? [x]
2) To what audience(s) was this entry directed? (1). Cruise-only travel agents (2). Port Tenants & Members of Citizens Advisory Groups (3). Retail and service providers to the travel trade and Bay Area maritime businesses (4). Visiting dignitaries, guests, Port visitors, and the general public.
3) What was the goal or objective of producing this entry and what were the key messages this entry intended to communicate to its target audience(s)? Three Program Goals :
1. To promote San Francisco's passenger cruise business by publishing cruise ship arrivals in a user-friendly calendar format that provides the information necessary to stimulate client sales (call dates shown in blue)
2. To promote the Port's ten diversified maritime industries with attractive photos and informative captions
3. To promote San Francisco's tourism and travel trade businesses (including the San Francisco Giants, a Port tenant) to the cruise industry as well as at the consumer level (home game days shown in orange)
4) What was the overall budget and cost breakdown (research, creative, production, distribution, evaluation) of producing this entry? Budget: \$20,000 (not including bulk mail & distribution)

Table with 3 columns: Item, Amount, and Note. Includes rows for Printing & production, Agency design time, Pre-production, Photography, Total Production, Postage & Handling, and Total Project Cost.

- a) How many printed copies or data disks (e.g., CDs) were distributed? 6,000 units
b) If created for the web, how did you assess readership or "visits"? - n/a -



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5) How did you evaluate the success of this entry and what were the results?

This production utilized a 55% larger printing surface than our previous ten editions in order to let the our scenic photography do more of the selling. We also used less than half as many words as last year. We did this in response to the critiques from the AAPA 2006 Communications Awards, and the anecdotal feedback validated those critiques. The 2007 calendar was much more highly complimented and better received than the 2006 edition, as exhibited by the emails, letters, and calls we received thanking us for the calendar.

Empirically, we saw an increase in interest in the production for this year over 2006, as more than 800 new cruise only travel agents contacted us with requests for the calendar — an increase of 50% to our travel agent database. This meant that we distributed 3,891 calendars to our primary target audience, up from 1,590 in 2006. Additionally, empirical evidence indicated greater success with this edition as we exhausted our full supply of 6,000 units by the third week of December, whereas we had overruns in 2006.