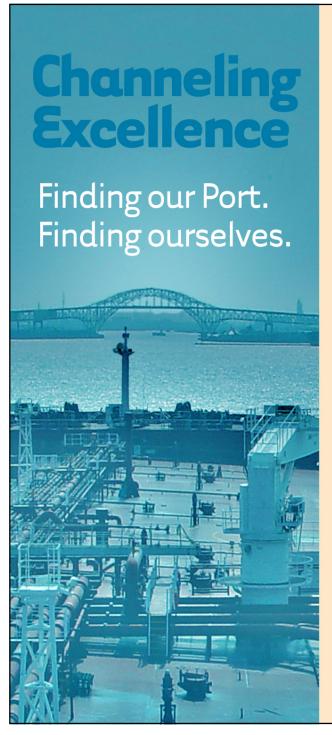


# AAPA 2008 Public Relations Committee Mid-Year Meeting June 13, 2008

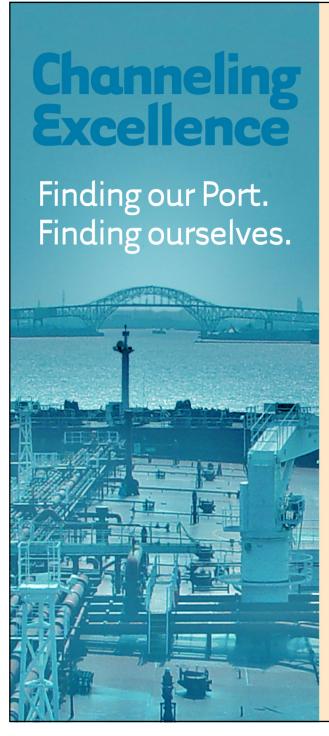
Masterminding the Brand Values of the





#### THE UPDATE

- Need for branding maintenance
- The process
- What we learned
- What we are doing
- Where we are
- Reveal Days program
- What is next



## A NEED FOR BRANDING MAINTENANCE

- Enjoying unprecedented growth adding new business and infrastructure never anticipated by previous management
- Addition of new departments and employees
- Failing to unify the image of the port creating marketing pieces as needed
- Not standard for brand (image or graphics)
- The employees' attitude towards the port started to reflect due to lack of information and continued education

## **Channeling Excellence**

Finding our Port. Finding ourselves.





#### THE IMAGE



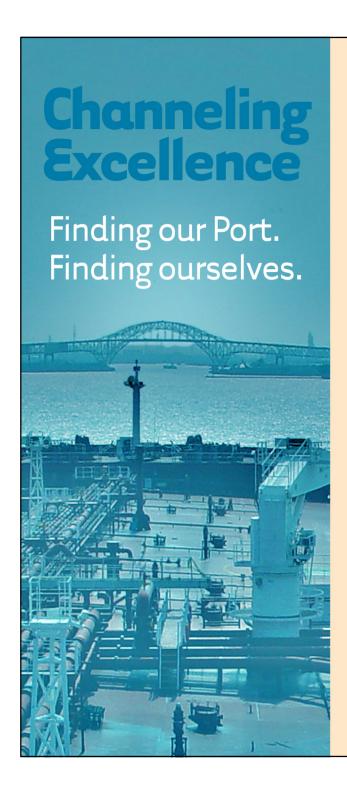












#### **LOGO EVOLUTION**

#### **Port Brand History**







( 1976

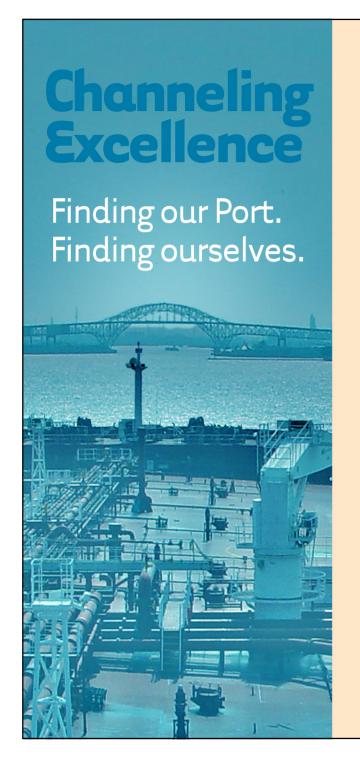


(1979



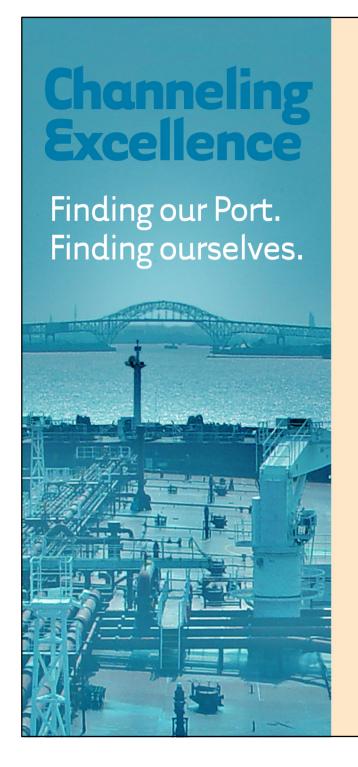
(1984





#### THE PROCESS

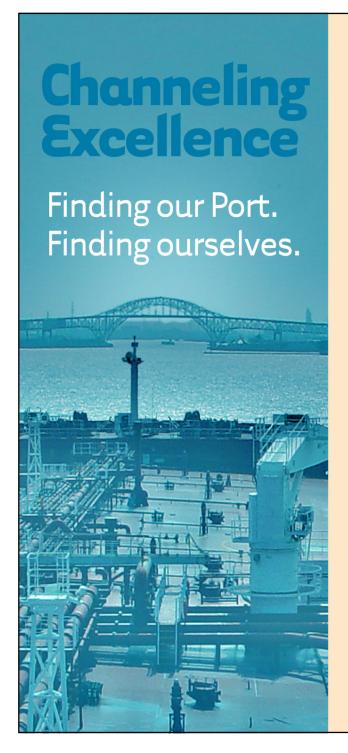
- Selling the idea
- Due to port's culture, study the best way for all employees to buy into the process
  - EMS & Wellness Programs
- Develop in phases
- Less impact to budget
- Unconditional outside support



#### WHAT WE LEARNED

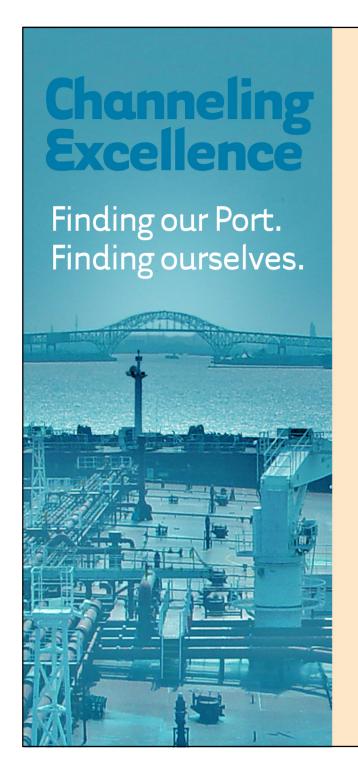
The assessment results:

- Branding maintenance vs.
   Re-branding
- We have a respected known brand
- Discovered the importance for all employees to be "in the know"



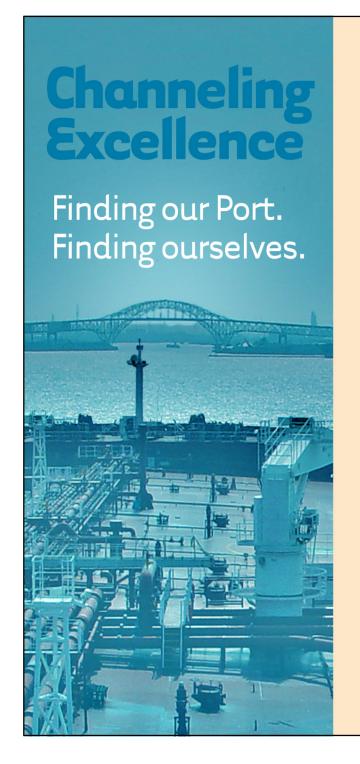
#### THE PROCESS

- Created a Mastermind group representing all departments, all levels
- Asked for input on:
  - Brand characteristics
  - Brand values
  - Brand Image/graphics
  - What employees should know to properly represent the port in the community



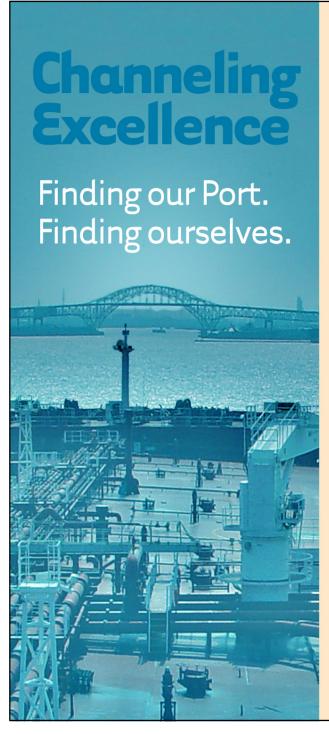
#### WHAT WE HAVE DONE

- Created a new set of brand characteristics and values
- Revised the image of the port by updating the logo and tag line and creating the graphic standards
- Re-established the port employees state of the port – including employee recognition – "We The Port"



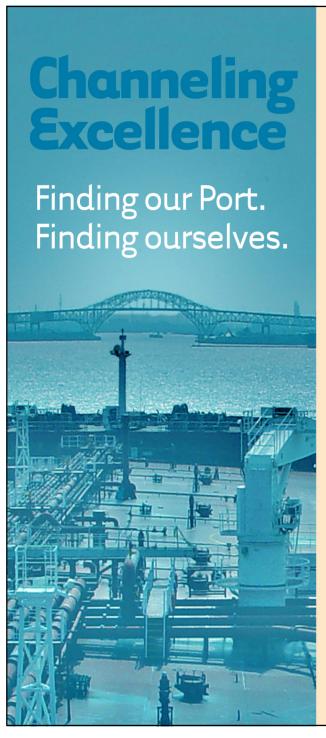
#### WHAT WE ARE DOING

- Better utilization of technology web/intranet
  - Create a weekly project update
  - Graffiti wall to comment or to share ideas
  - Creation of new employee
     orientation video employees,
     community / with more
     employee participation
- Mandatory education/ training for all employees



## REVEAL & EDUCATION PROCESS

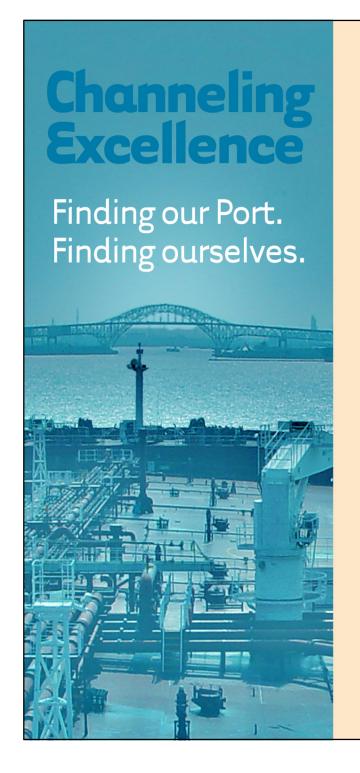
- Target September Port's bday
- Prepared staff and employees for Big Reveal Day/ Graduation
- Educated all employees on what is a Brand and the responsibilities to be part of one
- Worked all logistics for reveal days with a 100% employee participation



#### **REVEAL PROCESS**

 Day before – Official presentation to the Port Commission and unveiling of the image – Mastermind group

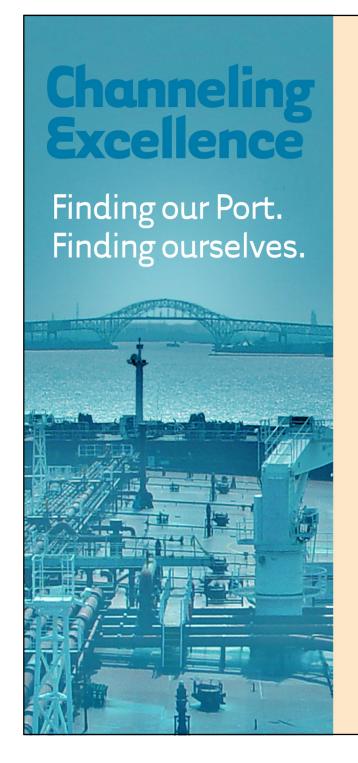
 Next following 2 days – Education/presentation/ graduation process for all employees



#### **REVEAL DAY**

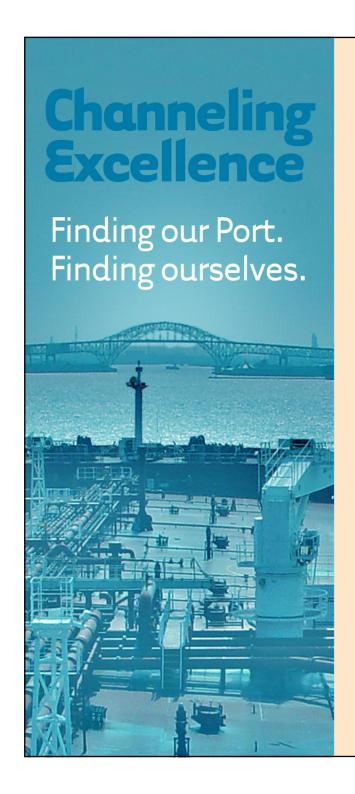
- AM & PM educational sessions
- Explore the Port Team Challenge
- 1st annual state of the port luncheon – "We The Port"
- Graduation in the afternoon

   on board flagship touring
   the inner harbor.
- Next day AM Make-up day



#### WHAT HAPPENS NEXT

- Finalize the Standards Manual
- Begin 2<sup>nd</sup> phase External outreach
- Continue utilization of the Mastermind group as advisory group for community outreach
- Revise the external communication tools and opportunities — to go along and promote the new image and values.



### **QUESTIONS?**

Masterminding the Brand Values of the

