

Tampa Port Authority (TPA) Brand Development

Introduction:

Expansion of Marketing and Brand development is one of the primary activities TPA Executive Mgmt. has identified as a strategic objective in 2013. Until now, marketing has largely been limited to advertising in the trades and some basic presence at key trade show events.

What is Brand?

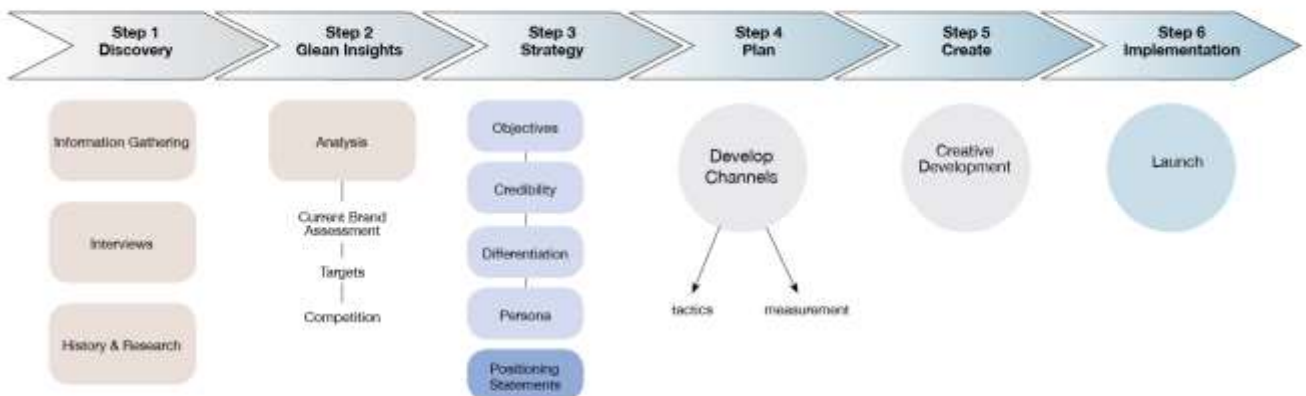
The TPA brand is a promise to our customers, employees, constituents, partners and the community that we are going to be, or do, or stand for, or conduct ourselves in a particular manner as it relates to our business. A brand is a culture, a persona of the company and what it stands for. The brand of any organization is the overall net impression that people have of that organization and the expectation for how it conducts its business.

Our overall net brand should be along the lines of: The premier economic engine for the Central Florida region that serves to create jobs and has a positive impact on the quality of life in the greater Tampa Bay region. However, this is an overall impression that will be the net result of our effective communication of several messages to various target audiences (divided up and discussed on subsequent pages).

Brand Development process:

In order to get to the brand strategy and positioning statement, the TPA will go through a series of steps called the brand development process. For a function as subjective as that of marketing, this process is a structured way of thinking that examines the drivers of a company's business and its audiences to ensure that all relevant information is being weighed.

The steps in the process look like this:



Tampa Port Authority Brand Positioning

How do our audiences perceive us? Half the battle for us perception wise is to make customers, logistics companies and the maritime trade think of us in ways they never have before. Make them consider us as more than just a bulk port. From here, everything flows...

Broad messages for distillation during the brand development process:

- Regional – not just Tampa. This is first and foremost.
- Diversity - More than bulk. Aggressive moves being made to diversify our portfolio beyond bulk and cruise into more container cargo, break-bulk and RORO/LOLO. Why? The message is because it is our mission and responsibility to all Tampa Bay area stakeholders to attract more business, generate more income and be the engine, the catalyst for the creation of sustainable jobs in the community. Secondly, the trade thinks of us only as a bulk port. Once you get a reputation among the trade networks, it is a difficult perspective to break. This is the crux of what we are battling perception wise. New buzz word in the industry being heard: Omniport.
- Florida's (by tonnage and land).
- Faster, Cheaper to Market – we're already a growing gateway in Central FL to/from Latin America – now we're building ourselves into a super regional hub. We are the Express to Market solution for the Southeast and beyond.
- Gateway concept - The new, better alternative in the Central Florida supply chain (intermodal connectivity important here)
- Rebirth - We're on the map – it's our time – it's the Tampa Bay Region's time
- Continue the theme of economic engine for West & Central FL

Targets & Specific Messages

- Maritime Trade – think of us differently/Tampa Bay is more than just bulk. These include shipping companies, ocean and regional carriers and freight forwarders among others.
- Customers – Shippers/Importers/Exporters/Manufacturers - Depending on category (non cruise) - The new, better alternative to market/faster/cheaper.
- Community – 1. TPA is the primary economic engine for Tampa Bay and Central Florida, generating more than 15 billion in economic impact and 80,000 jobs. 2. Awake, engaged, proactive and on the move improving the quality of life in the Tampa Bay region.
- Partners – TPA is leading growth in the area (economic impact and jobs) and is engaged to collaborate and make the entire Tampa Bay region prosperous
- Constituents – Local, Statewide – We're leading...not treading water.

Culture/Tone: Transparent. Confident. Aggressive/Energetic. Positive and Purposeful. These are the attributes or characteristics that the new Tampa Port Authority will carry.

Channels/Elements

The following marketing channels are being employed for the brand launch and throughout 2014.

- **Name/Logo/Tag** – The TPA will explore a new name, logo and associated tag line to reflect a new energy, culture and the emphasis on a diverse, regional economic engine for the Central Florida market.



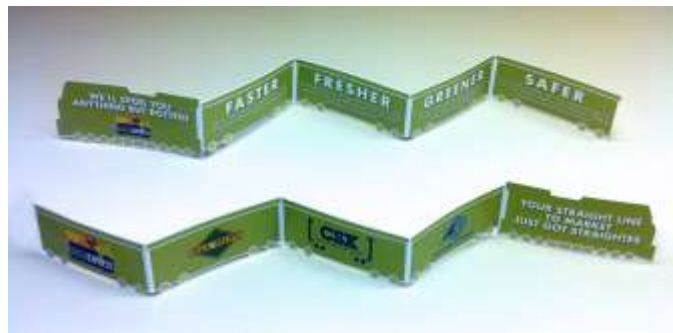
PORT TAMPA BAY™

- **Trade Shows:** this marketing channel is one of our most important in the overall marketing plan. Because of the nature of how targeted our customers are across a number of different vertical markets, trade shows provide an exceptional opportunity to get directly in front of our customers. Our presence needs to be impactful and flawless, carrying our message graphically/aesthetically and strategically. In FY 2014, the TPA will make a major upgrade to both the aesthetic and physical (size) appearance in key vertical market trade shows.





- **Content – Storytelling:** Today’s marketing landscape depends on content. Content that tells stories and can be repurposed and pushed out to multiple channels so that the same message is “consumed” by our target. It is important that we tell stories – a constant, steady stream of positive content about the Port and its customers and employees and industries served and everything.
- **Digital/Social:** Digital content pushed out to a wide variety of new media and mobile channels is a relatively inexpensive and vastly popular marketing channel. The TPA will exploit this with our new brand.
- **Sales Promotion:** Important to our plan is to be flexible enough to provide attention getting, valued added sales promotion pieces to our marketing plan when talking to customers.



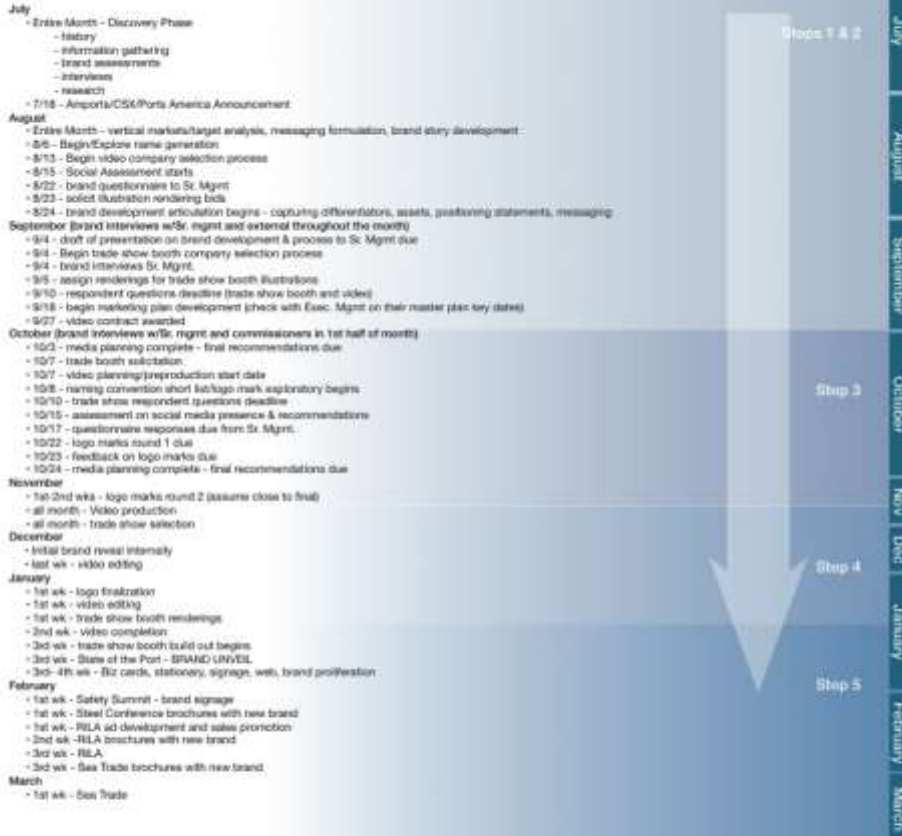
- **Video:** Sight, sound and motion. Considered once upon a time to be cost prohibitive and running in the hundreds of thousands to produce, video is very affordable and the most impactful message delivery tool available in marketing today. Furthermore, it can be repurposed to fit many of the channels available in our marketing plan – run at presentations to customers, looped on a monitor at trade shows, used on the web site, in terminals, etc...



- **Advertising:** The TPA will expand on its current trade advertising plan to include more publications to general Florida business markets and local community exposure.
- **On Premises Storytelling:** Terminals (2 & 3): The TPA has an extraordinary opportunity to tell the Port story on premises in a state of the art cruise terminal. We will employ environmental design and marketing graphics to create an impact on our cruise line customers and blend the story of Port Tampa Bay into the greater regional Tampa Bay story in an entertaining way. Includes flags, murals, and video wall board.

Brand Development Timeline

Please note - these include only brand development related tasks - not current tasks that are part of ongoing marketing department



Strategic Alliances

Introduction:

Starting in 2103 and increasing its activity in 2014, Port Tampa Bay will expanded its strategic, collaborative relationships.