

2013 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | | | |
|--|----------------|-----------------------------------|-------|
| 1. AAPA Awareness Initiative Messaging | _____ | 8. Overall Campaign | _____ |
| 2. Advertisements – Single | _____ | 9. Periodicals | _____ |
| 3. Advertisements – Series | <u>X</u> _____ | 10. Promotional/Advocacy Material | _____ |
| 4. Annual Reports | _____ | 11. Social/Web-Based Media | _____ |
| 5. Audio-Only Presentations | _____ | 12. Special Events | _____ |
| 6. Directories/Handbooks | _____ | 13. Videos | _____ |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

CATEGORY 1

CATEGORY 2

More Than You Expect

North Carolina State Ports Authority

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

North Carolina State Ports Authority

Separate entry statement attached.

Communications Challenge/Opportunity

The North Carolina State Ports Authority (NCSPA) encompasses the seaports of Wilmington and Morehead City, plus inland terminals in Charlotte and the Piedmont Triad. Our mission is to enhance the economy of North Carolina by providing access to the global shipping marketplace.

While logistics and shipping professionals are well aware of the state ports' capabilities, we wanted to distinguish the NCSPA as a service-oriented, problem-solving organization. Because of the NCSPA's smaller size, we may not be top-of-mind for global shippers and receivers. To demonstrate and increase awareness around the NCSPA's ability to creatively solve problems and cater to shippers and receivers with special needs, we created the advertisement series, "More than you expect."

Planning and Programming

Goal: To increase business referrals and awareness of the NCSPA, particularly in the verticals of steel and textiles.

Target Audiences:

Primary: Global shippers and receivers, potential and existing customers

Secondary: Economic developers, vendors, government agencies

Objectives:

- To demonstrate the NCSPA's commitment to quality service and customized solutions for customers.
- To show that the NCSPA is an organization that provides a higher quality of personal service and offers lower costs without reducing product quality.
- To display the ports of Wilmington and Morehead City as valuable and effective resources for businesses and other stakeholders.

Actions Taken and Communication Outputs

With specialized sorting options, timely transportation and unloading services, real-time tracking software and dedicated storage facilities, it was clear that the NCSPA was poised to serve more customers in the textiles and steel business verticals, which the ads reflected.

More than... receiving
delivering
storing
inventory management
handling
supply chain efficiency
you expect.

More than you expect.

All the North Carolina State Ports Authority, we take pride in our attention to personal service. That means we take the time to get to know you and your specific needs - and then meet them. Our employees don't think twice about special solutions that provide reduced cost and schedule integrity for our customers. From high-tech facilities and state-of-the-art inventory and especially quick turn times, we'll make sure your trailers get from point A to point B smoothly.

Discover the North Carolina Ports in Wilmington and Morehead City, plus inland terminals in Charlotte and Greensboro.

**NORTH
CAROLINA
PORTS**

www.ncports.com
1-800-334-6682

Each ad contained a striking, industry-specific image like a large fabric spool or a steel billet or an image of NCSPA facilities, coupled with a punch list of items important to shippers, receivers and potential customers. At the end of the list, the ads reminded readers that the NCSPA is "more than you expect," providing customers with enhanced personal service and highly customizable solutions.

Core creative was used in all aspects of the campaign and customized for print, online and outdoor advertising. The ads were placed in print and online mediums of textile and steel trades and the *Journal of Commerce*. An additional backlit wall panel ad was created for the Wilmington, N.C. airport.

The ads directed readers to seek additional information at ncports.com and provided the phone number for a business development representative.

The campaign was produced by the NCSPA Communications team and Capstrat, an outside public relations agency based in Raleigh, N.C. The overall budget for the campaign including ad production was approximately \$40,000.

Evaluation Methods and Communications Outcomes

The campaign, while still in its infancy, is garnering thousands of impressions and exposure with an audience that has been untapped for many years. Approximate expected impressions by July 1, 2013 follow:

- **Print:** 157,700
- **Online:** 100,000
- **Airport:** 300,000

We continue to work with Capstrat to measure traffic driven to ncports.com by the ads. Our overall site traffic continues to be driven by advertisements. By targeting ads to industry verticals in which we have the most potential to grow, we hope to increase business opportunities over the next few months. We have received positive verbal feedback from customers and Board members using the Wilmington airport, and we hope this will continue to be a conversation starter for potential new customers and partners traveling to our facilities.

Through the advertisements, combined with messages presented on our website, we are showcasing the real value that the NCSPA brings to businesses and the ports bring to our state as a whole – and in turn, we are educating our state on our value.

