

2013 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

5016

(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

Entry Title Fortune Magazine Advertising Wrap
Port Name Port of Vancouver USA
Port Address 3103 NW Lower River Rd., Vancouver WA 98660
Contact Name/Title Thevesa Wagner / Communications Manager
Telephone 360-992-1107 Email Address twagner@portvanusa.com

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

Name Port of Vancouver USA

Being as precise as possible, attach a separate entry statement, in English, that includes a descriptive summary of your entry and lists answers to each of the following four key questions:

1. What are/were the specific communications challenges or opportunities?

- Describe in specific & measurable terms the situation leading up to creation of this entry.
- Analyze the major internal and external factors needing to be addressed.

2. What were your communications planning and programming components?

- Describe your overall goals (desired results).
- Describe your objectives (identify specific, measurable milestones needed to reach your goals).
- Identify your target publics (list primary, secondary and tertiary audiences in order of importance).

3. What actions were taken and what communication outputs were used?

- Explain your strategies (e.g., identify media, timing & venue choices requiring tactics to complete).
- Specify your tactics (actions used to carry out your strategies).
- Map out your implementation plan (include timelines, staffing and budget).

4. What were your your evaluation methods and communications outcomes?

- Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success.
- Determine communications outcomes by assessing changed opinions, behaviors and attitudes.

**AAPA 2013 Communications Award Program
Port of Vancouver USA****Category: Advertisements/Series****Entry: Port of Vancouver USA Fortune Magazine Asia Advertising Wrap****Summary****Port of Vancouver USA Fortune Magazine Asia Advertising Wrap**

The Port of Vancouver USA chose this innovative Fortune Asia magazine wrap program to provide customized and culturally appropriate information to target shipping logistics decision-makers in China. The wrap creative was translated in Simplified Mandarin with content that emphasizes how Chinese shipping customers save time and money shipping through the Port of Vancouver USA, as well as communicating other strategic advantages the port has to offer.

Challenges and Opportunities

The Port of Vancouver USA is continually trying to expand its outreach efforts in international markets, and China has been identified as one of the great areas of opportunity for attracting international shipping business. The challenge is how to break into global markets and make an appropriate connection and good impression in a culturally appropriate manner. Supporting our international marketing trips to China was also a consideration, wanting to pave the way for the sales calls and to build awareness before our in-person meetings. Having had past success domestically and internationally with a targeted English language magazine wrap program, the port chose to engage the concept in China with a Simplified Mandarin language version of a magazine wrap around the Chinese language version of Fortune. The creative content included culturally appropriate copy, photography, talent, graphics and colors, and featured testimonial-style stories emphasizing how Chinese shipping customers saved time and money shipping through the Port of Vancouver USA – contrasting the time and money to shipping through U.S. gulf ports. The magazine wrap tells the story of how the Port of Vancouver USA is a smart business choice for shipping from Asia to the Midwest U.S.

Planning and Programming Components

The overall goal of the program was to build awareness and preference for the Port of Vancouver USA and begin to build relationships with decision makers in the targeted Chinese companies. The port worked with our agency partner to develop the concept for the program as well as the creative for the wrap. We worked with an international business consultant with a presence in China to help identify the targeted list for the magazine wrap program and to serve as a contact and liaison between customers and port staff.

Actions and Communication Outputs

The magazine wrap program was conceived and creative was developed over a three-month period. The wrapped Fortune magazines were sent to 250 recipients over a six-month period for a total of eight issues. Total development and media cost was \$65,000.

Evaluation Methods and Communications Outcomes

One of the features of the magazine wrap program is that near the end of the program recipients are surveyed on various aspects of the program. Here are some of the results of this survey:

- 93% said they read the Port of Vancouver wrap and 63% said they shared it with colleagues
- 80% said the information provided was useful and 20% then visited the website
- 96% said it taught them something they didn't know before
- 97% said their impression of the port had been enhanced
- 100% said that when appropriate they would consider the Port of Vancouver a viable option for their business