

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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

Entry Title: Create Memories of a Lifetime...on a honeymoon cruise

Port Name: Maryland Port Administration (Port of Baltimore)

Port Address: 401 East Pratt Street, Baltimore, MD 21202

Contact Name/Title: Richard Scher, Director of Communications

Telephone: 410.385.4483 **Email Address:** rscher@marylandports.com

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

Name: Maryland Port Administration

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.

5/25/14

**2013 AAPA COMMUNICATIONS AWARDS PROGRAM ENTRY STATEMENT
INDIVIDUAL SUBMISSION ENTRY FORM ATTACHMENT**

**Advertisements ~ Single
Create Memories of a Lifetime...on a honeymoon cruise**

Being as precise as possible please provide an entry statement that:

- **What are/were the specific communications challenges or opportunities?**

Situation Analysis (assess all major internal and external factors)

In this ad, we wanted to create something with the goal of attracting cruise passengers, and specifically honeymooners, to taking a cruise from the Port of Baltimore. Many people take a cruise for a vacation with their children or extended family. Cruises are also excellent ways to celebrate a marriage. More cruise lines today are promoting honeymoon packages and we wanted to support that initiative with an ad stating that you can do this from Baltimore!

A key internal factor was that, as an agency, the Maryland Port Administration is putting a lot of focus and energy into our still-new, year-round cruising schedule. Being a cruise port is very competitive as there are other ports where passengers may elect to cruise. In order to continue to grow our cruise business, we want to also focus on specific segments of the population like honeymooners who may not think of a cruise when deciding where to celebrate their vows.

- **Describe in specific and measurable terms the situation leading up to creating this entry.**

Most ads for cruise ports are very general cruise ads. They tout the specific port as a viable cruise port to consider when taking a cruise. With this ad, we wanted to focus in on a specific group, honeymooners, and put the idea in their head that taking a cruise from the Port of Baltimore would be a great way to spend a honeymoon. Baltimore offers cruises to tropical locations as well as New England and Canada, so we feel that our cruise location diversity is also an advantage over other ports that may only offer one or two destinations.

- **What were the communications planning and programming components?**

- **Goals (desired results)**

The goal of this ad is to place the idea in people's minds that they should consider going on a honeymoon cruise from the Port of Baltimore.

- **Objectives (identify specific and measurable milestones needed to reach goal)**

- To create an ad that would promote taking a cruise on your honeymoon
- Use attractive visual images that show couples having fun and being romantic in a cruise environment
- Use a tag line that reinforces in people's minds that you want to create memories of a lifetime while on a honeymoon, and you can do that on a cruise.

- **Target Publics (be specific; list primary and secondary audiences if appropriate)**

This ad was designed to be flexible and be used both in cruise trade publications and mainstream media. The Maryland Port Administration also uses this ad in partnership with Mid-Atlantic region tourism efforts. Travel agents, travel professionals and the general public are the intended target audiences.

○ **What actions were taken and what communication outputs were used?**

• **Strategies (identify media choices, etc., that require tactics to complete)**

We placed this ad in Wedding 411 magazine, and AAA World Magazine.

• **Tactics (specify actions used to carry out strategies)**

We chose the above media outlets because they represent a good cross section of travel agents/professionals and the general public. It's important to hit both of these audiences because a lot of times they are one and the same. Many people go to travel agents to plan their vacations. We want travel agents as much as the general public to know that taking a honeymoon on a cruise is fun and romantic!

• **Implementation Plan (include timelines, staffing and budget)**

Due to a limited budget, this ad was created entirely in-house. The concept was created with input from different agency departments, such as MPA Communications, MPA Marketing and Sales and a graphic artist.

What were your evaluation methods and communications outcomes?

○ **Evaluation Methods (describe either formal surveys or anecdotal audience feedback used)**

We created a website that would track responses to this ad. When people clicked on the site for more information, it would also tell us how many people saw the ad. We also used a reader response card from one of our advertisers that specifically asked people their thoughts on the ad. In addition, we took a copy of the ad to our cruise terminal one day and showed it to a diverse group of cruise passengers that included couples, families, mixed races and younger/older.

○ **Communications Outcomes (isolate PR impacts to assess changed opinions, attitudes, behaviors)**

We took the ad in draft form to the cruise terminal as described above and solicited opinions from a wide range of people. We took their suggestions and incorporated it into the ad. The responses we received from the reader response cards were very positive with comments that included: "Wow, never thought of taking a cruise for a honeymoon," "Great idea," and "Looks like a great time for a honeymoon."