

**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 _____             | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____                      | 11. Social/Web-Based Media _____        |
| 5. Audio-Only Presentations _____            | 12. Special Events _____                |
| 6. Directories/Handbooks <u>1</u> _____      | 13. Videos _____                        |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____                      |

|                                     |  |
|-------------------------------------|--|
| <input type="checkbox"/> CATEGORY 1 | <input checked="" type="checkbox"/> CATEGORY 2 |
|-------------------------------------|--|

Entry Title 2013 Indiana Logistics Directory

Port Name Ports of Indiana

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

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, mea-surable milestones needed to reach your goals).
  - Identify your target publics (list primary, secondary and tertiary audiences in order of importance).

# Ports of Indiana 2013 Indiana Logistics Directory Entry Statement

## Communications Challenge/Opportunities

### ○ Situation Analysis:

The Indiana Logistics Directory is an annual publication produced by the Ports of Indiana. The state of Indiana is well-known for its central location and a variety of transportation options. The state promotes the motto that Indiana is “The Crossroads of America.” To celebrate this advantage and showcase the freight transportation industry as an important resource, the Ports of Indiana published the annual Indiana Logistics Directory to promote companies from the freight transportation industry – including water, rail, truck and air logistics. By creating a statewide logistics directory, the Ports of Indiana is able to position itself as the state’s premier expert on freight transportation and a leader in the logistics industry. This enables us to market the ports to a much wider audience of new prospects.



## Planning and Programming

- **Goals:** To serve as a professional guide and promotional tool that markets Indiana’s transportation, distribution, logistics and related resources to local, national and international markets by showcasing top companies and organizations involved in the industry, to provide an extensive list of the region’s “who’s who” in this industry; and to feature perspectives from key leaders on important logistics issues.
- **Target Audiences:** The main target audience for our directory includes businesses that might consider locating in Indiana as well as current and potential users of Indiana transportation resources. Secondary audiences include government officials and statewide economic development groups promoting Indiana to businesses around the world.
- **Objectives:** Since the Ports of Indiana has statewide authority and many off-port programs, this publication allows us to better reach prospects outside of our normal business circles. We are also garnering valuable goodwill and building relationships with public officials, private industry and economic development leaders by providing them with an indispensable tool that markets the entire state. The main message of the publication is that Indiana provides extensive transportation, distribution and logistics resources at the Crossroads of America. The online version – located at [www.indianalogistics.com](http://www.indianalogistics.com) – also presents worldwide access to the directory as well as direct links to advertisers’ websites and companies’ contact information.

## **Actions and Communication Outputs**

- **Strategies/Tactics:** Our primary strategy is to showcase Indiana as a logistics powerhouse. The state has three ports, miles of highways and rail tracks and the second largest FedEx air hub in the world. It is also home to a variety of academic opportunities in the logistics field. We strive to promote all of these different aspects of the industry but since waterborne transportation is often overlooked in Indiana because we are not on an ocean, the directory is able to raise awareness for our vital maritime industry by positioning it as an integral piece of the overall logistics puzzle. Our secondary strategy is to promote individual logistics-oriented businesses.

We accomplish this by featuring articles that highlight not only water, but rail, truck and air freight as well as the wide variety of logistics education programs present in the state. We also include an annual listing of rankings – kind of like the state’s logistics report card – showing where Indiana ranks in significant logistics categories. To promote statewide logistics businesses, the directory pages include over 1,100 Indiana logistics-related businesses in 46 different categories – everything from a small “mom and pop” trucking companies to some of the largest corporations. We contact each of the individual businesses on an annual basis by email or fax to update their records and also share our marketing messages.

- **Implementation Plan:** The Indiana Logistics Directory is produced annually by a combination of in-house staff, sponsors, an outside graphic designer and printer. The cost to produce and print the 2013 edition was approximately \$15,500. We print 10,000 copies, of which approximately half are given to economic development groups around the state for distribution. More than 3,000 are mailed to U.S. logistics companies, manufacturers and key government leaders and 500 are given to sponsors for their own distribution. The remaining directories are distributed by the Ports of Indiana at tradeshows, included in business development presentations and mailed out by request. An online version is available at [www.indianalogistics.com](http://www.indianalogistics.com).

## **Evaluations Methods and Communications Outcomes**

Our success is measured in three key areas for this publication – a reader survey, advertising revenue, and general feedback. In a recent survey of directory readers, 22 percent rated the value of the Directory as “5” on a scale of 1 to 5, and 57 percent ranked it “4” and above. No respondents rated it zero. Forty-two percent only use the print version, while 40 percent use both the print and online formats. The most popular features include the Business Listings (26%), Business Profiles (19%), Industry Rankings and Statistics (15%) and Industry Insight columns (12%).

We also measure the financial success of advertising sales. This puts a solid figure on the value that our stakeholders see in the publication. The directory has become so popular and valued among its target audience that it turns a sizeable profit each year – the 2013 edition brought in more than \$63,000 in advertising.

We log general feedback on the directory including unsolicited comments and input from targeted individuals such as advertisers, potential customers and key officials. Comments on the

directory include: *"I wish Florida and Alabama (states the commenter does business with as well) would put out similar publications."* and *"It is an excellent directory."*

Overall, the Indiana Logistics Directory has been a very successful marketing tool for the Ports of Indiana to promote our ports as part of a larger picture – Indiana is an all-around logistics powerhouse. This allows us to continue to reach new people who may not look to waterborne transportation first. While we do measure our success in advertising revenue, the true value of this publication is as a marketing tool that showcases our ports, and Indiana's logistics sector, as logistics leaders to a global audience.