

5691

# 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 <u>XX</u>           |
| 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 _____               | 13. Videos _____                        |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____                      |

<input checked="" type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2
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Entry Title: We Do More  
 Port Name: Georgia Ports Authority  
 Port Address: P.O. Box 2406 Savannah GA, 31402

Contact Name/Title: Emily Goldman, Manager of Port Relations  
 Telephone: 912-964-3885                      Email Address: egoldman@gaports.com

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

Name: Georgia Ports Authority

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.

# Georgia Ports Authority - *We Do More*

AAPA Awards Category: Campaign

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

Looking to reposition the brand, GPA wanted to showcase how much more it brings to customers and the marketplace than other regional ports. GPA focused on indisputable facts to punctuate the campaign promise "We Do More." Tactics included print advertising, digital display ads and a responsive-design microsite. Other facets of the campaign included retractable graphic displays used at public events, and a special holiday card with the "We Do More" branding.

**2. What were your communications planning and programming components?**

Our public relations goal is to communicate GPA's commercial advantages while highlighting our customer service, economic development and sustainable practices.

Objectives included:

- Clarify and address market misconceptions perpetuated by competing ports
- Convince primary audiences that Savannah is the port-of-choice for cargo destined for the Southeast
- Retake the leadership position in the mind of all audiences using fact-based information.

Target audience:

- Beneficial Cargo Owners, Carriers and 3PLs

*Value Message:* The Port of Savannah offers a unique combination of geography, technology and infrastructure.

1. More services than any other East Coast or Gulf Coast port
2. The largest single-terminal container port in North America
3. Two Class I railroads on terminal
4. Over 4M square feet of warehouse space available within 30 miles of port
5. Immediate access to major interstates — I-16 (East/West) and I-95 (North/South)
6. 9,700 feet of contiguous berth space

Campaign Tactics:

- Microsite (<http://www.gaports.com/more>)
- Series of print ads
- Online banner ads
- Commercial video (<http://www.youtube.com/watch?v=NQtEOEs887E>)
- Five retractable graphic displays
- Branded Trade Booth
- Holiday card

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

#### Ad Design:

A design firm was contracted to produce the campaign, with input and direction from GPA. Multiple options were produced and presented to GPA departments dealing with communications, sales and customer service. Broad input helped to mold and improve the message. Ads were developed for a series of trade publications and websites that target our partners in the logistics industry, and the cargo owners we serve. All of the print and digital components link to the microsite, encouraging viewers to interact with the brand. Retractable graphic displays similar to each ad were created for brand recognition at public events.

#### Web Design (<http://www.gaports.com/more>):

##### Project Objectives

1. Mitigate damage done to the brand image by the press and Charleston based on the delay in SHEP
  2. Be specific and focused on traits that are sales-focused. Use assertive language that is confident and straight-forward.
  3. Communicate the competitive advantages of the Port of Savannah over other east coast container ports, particularly Port of Charleston, Miami and Jacksonville
- Key Messages
    1. Beneficial Cargo Owners: The Port of Savannah offers you more flexibility and opportunity than any other Southeast Port
    2. Carriers and 3PLs: The Port of Savannah has more capacity, infrastructure and access to your customers than other Southeast port

#### Commercial video (<http://www.youtube.com/watch?v=NQtEOEs887E>):

The three-minute video adds to GPA's toolbox of cutting-edge communication tools. The video's message targets not only to big-box retailers, but also smaller businesses that rely on the port. To promote the video, we created banner ads on the Georgia Public Broadcasting "Lawmakers" digital newsletter, which is highly regarded by Georgia legislators, a key audience for our message. The banner ads allow people to click through to the video.

The key here was not only to create a video, but to be progressive in how we connect people to the video. For instance, our online ads include a "hover" function, by which a short version of the commercial plays if a browser's cursor hovers over the ad. A click-through option brings up the longer video.

Sales people have received positive feedback from customers, and online views have exceeded our expectations.

### Rebranded Trade Show Booth:

We use a trade booth at several large conferences and events throughout the year. To solidify the image of our brand we implemented elements of the campaign, including the main idea of "We do More" along with several of the key campaign messages.

### Holiday Card:

We started the "We Do More" campaign a month before the 2012 holiday season. As a way to introduce the campaign to our customers and vendors, we had greeting cards printed. The cards featured special pop-out die cuts, with ship, truck and train silhouettes printed with the slogans, "More Joy," "More Wishes," and "More Cheer."

### Campaign Visual Cues:

- **Message Flag**  
The campaign kicked off using blue flags to symbolize the rally points to the GPA. Key messages were introduced via the flag that are unassailable facts about the port and its related services. The blue flag represents truths that competing ports cannot refute. As the ad series progressed, the messages remained, but the blue flags transitioned into fields of orange or blue – the GPA's corporate colors.
- **Photography**  
All photos were shot with an upswept view to inspire awe at the size and scope of port operations. From road to rail to sea, images convey the complete 360 degree view of logistics that the port represents for the Southeast.
- **Language and Tone**  
GPA speaks with a bold, confident tone. It is respectful of its place as a state asset, and the duty that means to its citizens. Our message points revolve around facts, with a commitment to customers. The port does what it does well because it maintains focus on what is important and concrete, not soft, pliant claims that cannot be substantiated.

### Budget:

- Microsite design cost \$15,000.
  - Each print ad cost \$3,500 to design.
  - Four online banner ads cost a total \$7,200.
  - The commercial video cost \$6,000 to produce.
  - Five retractable graphic displays cost \$8,300 to produce, and \$1,750 to print.
  - The holiday card was \$3,500 for the creative and \$3,900 to print 2,500 copies.
  - Rebranded Trade Booth was \$6,200 for the creative and \$1,300 for implementation.
- 4. What were your evaluation methods and communications outcomes?**  
Prior to the release of the ad campaign, our commercial officers and sales staff reviewed the content to ensure the ads stressed the strengths that were most consequential to current and potential customers.

Since the ad campaign went live on Dec. 1, 2012, we have garnered more than 2,000 impressions, with 871 unique visitors to the microsite, "[gaports.com/more](http://gaports.com/more)."

Since the material was put into use in mid-December 2012, GPA has secured more than four new high-end Beneficial Cargo Owner clients including Toyota and Nissan, as well as four out of five service strings from the revised CKYH(U) Alliance, five out of six new services from the G-6 Alliance as it expands into Trans-Pacific Trade, two new services from Maersk, and a new Northwest Europe – Savannah Ecuador service.