

# AAPA COMMUNICATIONS AWARDS

## 2013 COMMUNICATIONS AWARDS PROGRAM

523

### 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>  X  </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                      | _____        |

CATEGORY 1

CATEGORY 2

Entry Title Big Ship Ready Campaign  
Port Name Port of Long Beach  
Port Address 925 Harbor Plaza, Long Beach, CA 90802  
Contact Name/Title Art Wong, Acting Director of Communications and Community Relations  
Telephone 562 283 7702 Email Address wong@polb.com

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

Name Port of Long Beach

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.



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Category: Overall Campaign

Title: Big Ship Ready Campaign

# Port of Long Beach Big Ship Ready Campaign

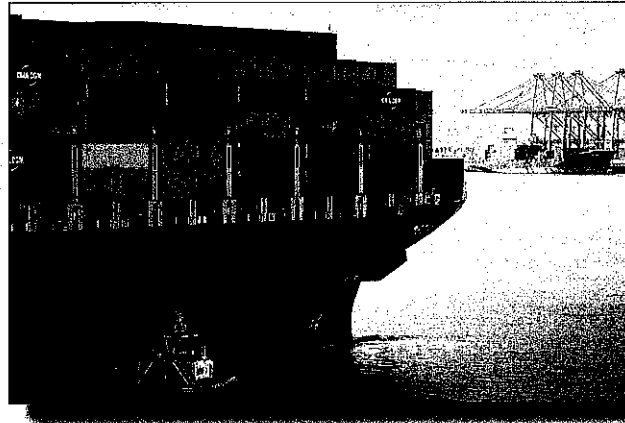
## Communications Challenges and Opportunities

The Port of Long Beach, a premier U.S. gateway for trans-Pacific trade, saw several key developments in innovative goods movement, safety and environmental stewardship during 2012. BIG and BIGGER were key descriptors. After years of investment in deep-water berths and mega-terminals, Long Beach welcomed a series of the biggest container ships to ever call at a North American port, culminating with the arrival of a nearly 14,000-TEU vessel, too big to pass through the soon-to-be expanded Panama Canal.

Long Beach became Big Ship Ready with its commitment to first-class facilities, infrastructure, customer service and developing green and sustainable operations. To continue this positive momentum, the Port is investing \$4.5 billion during this decade to modernize its facilities still further to meet evolving industry trends including servicing this new generation of larger, more efficient vessels entering the Pacific fleet.

Roughly 1 billion square feet of industrial properties - warehouses and distribution centers - have grown up around the Port, providing really BIG and unrivaled trans-loading facilities. And the railroads continue to invest and expand their intermodal rail network to efficiently handle the BIGGER loads coming off the BIG and BIGGER ships.

All of these improvements offer extraordinary benefits to the Port's current and potential customers and, in turn, the local economy.



In 2011-2012, the Port introduced a trade marketing campaign to draw attention to all the BIG things that are happening at the Port of Long Beach.

No matter what the competition, the Port of Long Beach is not leaving much to chance when it comes to better serving its customers

and the community now and in the future. The BIG campaign shares this confidence through advertising, news releases, community relations, publications, photography, broadcast and online programming, and more with BIG messages: "The Future is Big." "Big Ship Ready." "Cargo on the Fast Track." "If you want to keep up, you better take giant steps." "Ready for today's BIG ships and BIGGER ships tomorrow"

## Planning and Programming Components

The goals of the "BIG" campaign were to:

- Acknowledge the rapid change occurring in the industry with the trend toward BIGGER and BIGGER ships and the need for bigger terminal facilities and on-dock rail;
- Remind customers that Long Beach can already accommodate today's BIGGEST ships with deep channels and state-of-the art terminals and equipment, and accommodate their larger loads with ample rail access to points across America;
- Tell customers about the \$4.5 billion in BIG improvements underway for future growth, placing the Port of Long Beach ahead of the competition when it comes to serving customer needs - and still BIGGER ships;

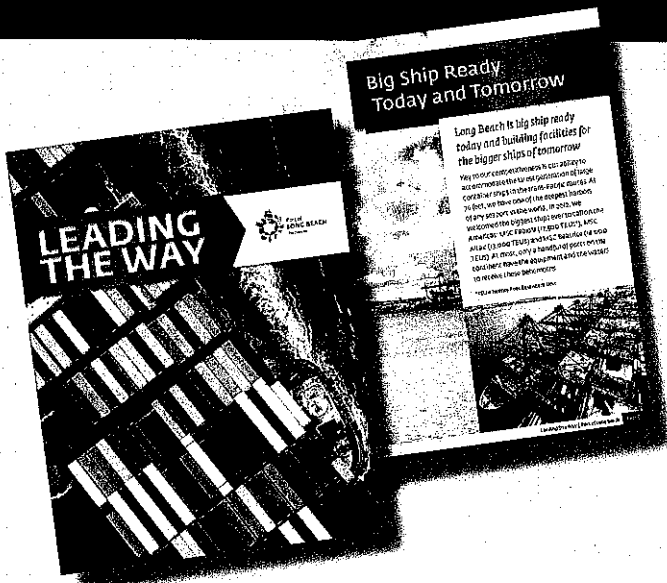


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- Share with the industry and the Long Beach community an air of wonder about the colossal BIG ships and the benefits of their surprisingly green and economical operation;
- Share the BIG benefits of Port growth to the local and regional economies;
- Get the reader's attention with engaging copy and eye-stopping visuals.

The primary target markets for this ongoing campaign are:

- Current and potential Port customers;
- Other Port stakeholders;
- Others involved with sea/land trade;
- Port employees;
- Government and elected officials;
- The business community supported by the Port;
- The local and regional communities;
- The news media;
- Elected officials;
- Those who appreciate and document BIG historic events.

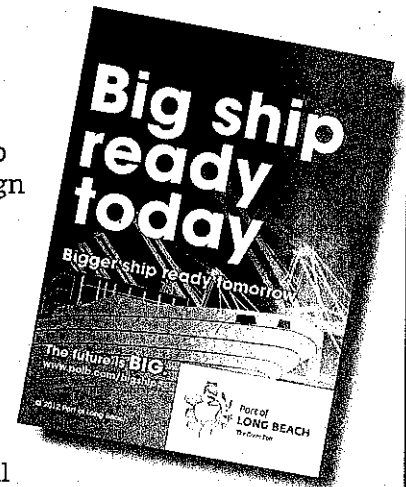
### Actions Taken and Communication Outputs Used

The campaign was produced by the Port of Long Beach Communications and Community Relations Division in conjunction with RadarWorks,

a Los Angeles-based advertising agency. The campaign began in 2011 and continued through April 2013. Not counting staff time, the overall cost of the advertising campaigns and related publications to date is slightly more than \$200,000 annually - most of it for advertising.

The creative elements of the BIG campaign included:

- BIG copy points to meet the campaign goals and address the target markets;
- The Port's trademark use of BIG, brilliant color;
- Extraordinary still and motion photography;
- Advertising with limited text;
- Distinctive logo and graphics;
- Exciting animated graphics for online use;
- Links to Port websites;
- The opportunity to sign up for BIG updates;
- A BIG sense of excitement about these really BIG ships.



Including the above elements, the Port produced:

- Ads for print, online, broadcast, outdoor and transit;
- Collateral materials for sales and many other uses;
- Videos;
- Newsletters and other publications;
- News releases with BIG ship photography;
- Tour scripts;
- Speeches with PowerPoint presentations;
- Signs and banners;
- And much more.



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### Advertising

Most advertising was directed at customers and potential customers in trade publications and online sites related to trade publications and maritime organizations. It was also included in a variety of printed programs for trade events locally and across the country. The BIG message was also regularly included in segments on the Port's monthly 30-minute cable television program, "Pulse of the Port."

Key headlines and copy lines included: "The Future is Big." "Big Ship Ready." "Cargo on the Fast Track. And not slowing down." "If you want to keep up, you better take giant steps." "Ready for today's BIG ships and BIGGER ships tomorrow"

### Internet - [www.polb.com](http://www.polb.com)

The Port's website offers a continually refreshed window into the BIG activities at the Port of Long Beach, including a BIG page at [www.polb.com/bigshipready](http://www.polb.com/bigshipready).

### Social Media

The Port has done a creative and effective job utilizing traditional media, but social media has provided another, perhaps more powerful, tool for spreading the BIG word.

Facebook - [www.facebook.com/PortofLB](http://www.facebook.com/PortofLB)  
Engagement was the main focus of the Port's Facebook effort for the BIG campaign, connecting the Port's 4,000 followers to marvel at the arrival of the BIG ships.

Twitter - <http://www.twitter.com/portoflongbeach>  
The Port routinely uses Twitter to "live tweet" about BIG activities to its 7,247 followers from Port events such as the annual State of the Port address, industry conferences and BIG ship arrivals. The Port also alerts tenants to BIG traffic on Twitter using the hashtag #polbtraffic.

YouTube - [www.youtube.com/portoflongbeach](http://www.youtube.com/portoflongbeach)  
The Port of Long Beach produces two program series on its YouTube channel. "On the Go" posts weekly two-minute news videos. A video covering the first BIG ship arrival in April 2012 had 5,881 views, the highest number of views ever for a

Pulse of the Port October 2012 by portoflongbeach



single Port video. The former record was 1,811 views. "Pulse of the Port" posts three-to-five-minute video segments pulled from the Port's monthly half-hour cable television series, also featuring BIG messages.

### Collateral Materials

The Port publishes a wide variety of collateral materials - from hardcover books to pamphlets - all carrying the BIG message. Two recent publications focused on the BIG campaign are an 8 1/2" x 11" full-color promotional sales booklet titled "Leading the Way" ([www.polb.com/leadingtheway](http://www.polb.com/leadingtheway)). A set of facilities guides titled "Big Ship Ready" ([www.polb.com/bigship](http://www.polb.com/bigship)) and "On Track for Tomorrow" ([www.polb.com/railguide](http://www.polb.com/railguide)) are right on target with the BIG theme. For the first time, these useful publications are available online.

### Graphics

The Port produced an excellent chart providing a quick visual of how BIG the new ships really are by comparing them with other well-known landmarks, such as the Empire State Building. It is frequently used in various publications and presentations.

### Publicity

The Port of Long Beach Communications and Community Relations Division electronically releases breaking stories about BIG events at the Port to the news media and other interested parties. They also prepare materials for Port commissioners and executives to respond to media inquiries from around the world - all



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containing the BIG messaging. Articles by Port executives discussing the BIG trend and BIG Port initiatives have been placed in such publications as *The Economist* and the *Journal of Commerce*.

Most publications produce their own photos and videos, but a huge selection of brilliant BIG photography, as well as video footage, is readily available to the news media from the Port archives. Downloadable photos are available at [www.polb.com/photos](http://www.polb.com/photos).

### Publications

The Port of Long Beach regularly publishes three newsletters to their targeted audiences, and includes frequent news about BIG developments at the Port. Examples are attached. *re:port* is distributed quarterly to 500,000 Long Beach residents via the U.S. Mail; *tie lines* is a monthly trade publication distributed electronically to a subscriber base; and *Dock Talk* is an electronically distributed Port employee publication.

### Community Outreach

The Communications and Community Relations team prepares a wide variety of materials including speeches, PowerPoint presentations, scripts for harbor and train tours of the Port, and materials for educational forums and community events. They also participate in everything from the Toyota Grand Prix of Long Beach race with the Port's "green" car, to community fairs, beach events and business forums. All feature the Port's BIG messages. The January 2013 State of the Port Address by the Port's executive director was a bellwether for the Port's Communications and Community Relations Division for the coming year. Of course, the focus was on BIG. The live event was attended by 800 Port stakeholders and simultaneously webcast live around the globe.



It is archived for public viewing on the Port's website at [www.polb.com/webcast](http://www.polb.com/webcast) under the Special Meetings and Events tab.

### Evaluation Methods and Communications Outcomes

Overall, the introduction of this exciting BIG campaign has increased awareness for the Port of Long Beach

in all media, and increased mentions in news media.

- Total U.S. and international press mentions in 2012 was 23,457, nearly as many as the next two leading U.S. ports combined, and significantly more than the 12,202 press mentions in 2011, according to the Meltwater media tracking service.
- Total advertising impressions from all print media was 684,486 in 2012, from \$93,016 spent on print ads.
- Total online impressions was 1,297,704 in 2012 with CTR% of 0.30%, from \$144,106 spent on online ads.
- Website visits grew to nearly 1.5 million in 2012, with nearly 10 million Page Views.
- On YouTube, a video covering the first BIG ship arrival in April 2012 had 5,881 views, the highest number of views for a single Port video. The former record was 1,811 views.
- Helping to reinforce the effectiveness of the BIG campaign, the world's second- and third-largest ocean carriers announced in 2012 and early 2013 that they were establishing home bases for their BIG ships at the Port of Long Beach. Due primarily to this new traffic, in December 2012 the Port celebrated the highest number of inbound containers for that month in its 102-year history.