

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> 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 _____ |

<input checked="" type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2
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Entry Title 2012 Get Connected Subscription Campaign

Port Name Port Canaveral

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

Name Port Canaveral

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:

- | | |
|--|---|
| <p>1. What are/were the specific communications challenges or opportunities?</p> <ul style="list-style-type: none"> - 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. | <p>3. What actions were taken and what communication outputs were used?</p> <ul style="list-style-type: none"> - 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). |
| <p>2. What were your communications planning and programming components?</p> <ul style="list-style-type: none"> - 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). | <p>4. What were your your evaluation methods and communications outcomes?</p> <ul style="list-style-type: none"> - Describe formal or informal surveys, or anecdotal audience feedback, used to evaluate success. - Determine communications outcomes by assessing changed opinions, behaviors and attitudes |



AAPA 2012 COMMUNICATIONS AWARDS ENTRY

Overall Campaign (Category 8)

2012 Port Canaveral Get Connected Subscription Campaign

Situation

For nearly 60 years, the majority of information the community received about Port Canaveral had been through the news media and word of mouth. The community also received information via printed Port literature, including the bi-monthly magazine, which is mailed and handed out to a limited number of people.

Due to the prohibitively high costs to print and mail Port literature to the entire community, the vast majority of the community was not aware of how the Port uses its revenue and benefits the community, including the huge economic impact the Port creates in the region and state by attracting new cargo and cruise business, and creating recreational facilities and entertainment and business opportunities that generate business revenue and thousands of local jobs.

The Port had an e-mail database composed of a variety of people in the community who had expressed interest in the Port, including officials from the local chambers of commerce, tourist council, economic development commission and city, county and state, plus people who had attended Port events. Since the list was composed of people who had different interests, the majority of e-mail blasts the Port sent, other than for invitations to Port events, did not get opened.



Goal

The main goal was to deliver the most comprehensive and accurate information about the Port to members of the community, tailored to their interests, in a cost-effective way.

Target Audience

The target audience was the local community and its subsets of residents, business owners and business development groups.

Objectives

1. Increase the percentage of Port e-mail blasts that get opened
2. Encourage and maintain interest in the Port and the opportunities it offers
3. Deliver targeted messages to people who want them
4. Help the environment with green solutions that reduce the amount of printed literature
5. Maintain regular contact with interested members of the community

Strategy

Develop a methodology that delivers current, accurate and useful Port information to the public quickly easily and conveniently, and in a format that also is easy to share with colleagues, family and friends. Educate the public about this methodology and encourage them to opt in to receive their information in this way.

Tactics

1. Run a 5-month campaign to promote electronic versions of important recurring Port publications that target various interests
2. Create a campaign name (Get Connected) that is understandable and easy to remember



3. Create a subscription form on the Port's web site that is linked to all electronic publications and mentioned in printed publications (Sample 1 of 11)
4. Print low cost business-card-size free subscription cards for hand out by the Port Ambassadors, Commissioners and staff (Sample 2 of 11)
5. Run banner ads on the Port's and the local newspaper's web sites to attract subscribers to the electronic publications (Samples 3 & 4 of 11)
6. Publicize the videos included in the electronic publications to increase interest and provide an additional reason to subscribe
7. Leverage social media by posting information on the Port's Facebook page and running ads on the walls of Facebook users within a 50-mile radius of the Port (Sample 5 of 11)
8. Include free subscription information in all currently produced printed and electronic publications: Port Canaveral magazine (Sample 6 of 11); Port Beacon community newspaper page (Sample 7 of 11) & e-newsletter version (Sample 8 of 11); BizNotes e-newsletter (Sample 9 of 11); and Sweet Opportunities e-publication (Sample 10 of 11)
9. Post a FREE SUBSCRIPTION REGISTRATION link on the Port' web site Publications page (Sample 11 of 11)

Results

The Facebook and web site advertising and hand out cards cost \$6,192 for the creative, production, printing and media space, which resulted in 1,282 subscribers at a cost of \$4.79 per subscriber. There was no additional cost for including the Get Connected subscription offer in the publications because it was merely added to the content.



The subscription form allowed subscribers to choose the publications they wanted to receive. This resulted in separate databases for each publication, which improved the e-mail open rates substantially. The open rates for the e-mailed publications at the beginning and end of the campaign were: Port Canaveral Magazine, 33 to 55 percent; Port Beacon, 37 to 54 percent; BizNotes, 34 to 57 percent.

CONCLUSION: The results of this successful campaign laid the foundation to continue the methodology based on the available budget to reach more members of the community who are interested in the Port without wasting money printing and mailing unwanted literature.

Staff and Timeline

The campaign was produced by the Port's Communications Consultant under the direction of the Port's 2-person communications staff. Four members of the consultant's staff spent five weeks on the planning, creative, production and launch of the campaign.