

2013 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

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| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign <u> ✓ </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 Port Saint John Re-brand
Port Name Port Saint John
Port Address 111 Water Street, Saint John, NB E2L 0B1 Canada
Contact Name/Title Paula Small, Manager of Stakeholder & Community Engagement
Telephone 506-636-4674 Email Address psmall@sjport.com

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

Name Port Saint John

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.



AAPA 2013 Communications Awards Program – Overall campaign

1. Defining the Opportunity

Port Saint John's Board of Directors has given management a strategic direction priority to enhance two-way dialogue and build brand awareness with the community. This meant the rebranding of the Port into an 'open and inclusive' entity and part of the community.

While Saint John is an historic port city with the highest volume tonnage in Eastern Canada, we recognize that the relationship with our community gives us 'social license' to operate and it is therefore essential to nurture this relationship.

At the start of the rebranding campaign in early 2012, Port Saint John developed a new logo and strategy that removed "Authority" from our printed materials. In terms of branding and community, Port Saint John is a much friendlier, more approachable title for community members to identify with. Along with the new logo came new graphic standards, fonts and an entirely new approach to branding materials.

Port Saint John partnered with MT & L Public Relations to carry out the rebranding strategy. There were three key objectives: to strengthen public support for the Port at the municipal level, promote facility development at the provincial level and commence a capital funding campaign at the federal level.

Our rebranding, events, emphasis on social media and transparent communication are all pieces of the puzzle. We want to let the public and various levels of government know what is happening at Port and better understand our importance to the region.

2. How the strategy complements overall communications

Our goal was to create a rebranded Port Saint John that has more public appeal. This goal has been accomplished by being more transparent and more accessible through social media. Rebranding to Port Saint John also made us less of an imposing-sounding figure in the community. Public perception of the Port is important to gain public support for ongoing and potential development. Already, the Port has had success in the community. Saint Johners have embraced our hashtag and new cruise terminal, remarking on what a great venue it is for the community.

Placing an emphasis on our terminals as venues, as well as transportation facilities, has really helped the community identify with Port Saint John. The venues have been marketed for weddings and conferences and were the site of the T4G Big Data



Congress in early 2013, an event that brought hundreds of social media and technology savvy people to Saint John from across the country. People are starting to see the value of the terminals for a community purpose.

Our annual Community Day has also played a vital role in making us more appealing to the community. On this day, we open our doors to the public and let them explore the terminals. They get better acquainted with Port staff and the facilities. We invite our port stakeholders in to provide 'trade show' type displays to talk about what they are doing in the Port. It is a fun, carnival-like atmosphere with games, inflatables and a barbecue. The event brought 5,000 people in 2012. It also fundraises \$10,000 for a children's organization in close proximity to the Port. In 2013, we will be supporting PALS (Partners Assisting Local Schools) a group that helps fund programs for priority schools.

When the community is given more access to the Port, either physically or through various forms of media, they are more understanding and accepting of our goals.

3. Planning and Implementation

The rebranding strategy commenced in January of 2012 with with MT & L . It began with brainstorming, discussion and input various individuals in the organization, including the Chairman. Ultimately, we wanted people to see that Port Saint John is a modern, 21st century Port and that the Port as relevant to them today as it was a hundred years ago.

This rebranding and communication strategy was done to help identify and deliver on opportunities like oil/natural gas pipeline, expanded container development, North-South trade, potash expansion and facilities development. We also wanted to build community support and engage targeted user groups in the area.

The new logo and video were the first pieces of marketing material launched to the public. Following that, Port Saint John has been developing advertisements, promotional materials and strategies that complement our new look and feel. We have expanded our social media platforms to include Twitter, Facebook, LinkedIn, Instagram, Pinterest, YouTube and a blog. This makes us more accessible, transparent and friendly to the public. Behind the scenes, staff were trained on social media and why it is important for us to harness to power of social media to engage members of the public.

Our new website, launched in April of this year, was another crucial piece for us. We wanted something with a more modern look that would be more user-friendly. We also wanted to make our most popular pages easily accessible on the home page, such as



our cruise schedule. Our social media links are also featured prominently on the home page.

Our revamped communication strategy is ongoing, with video updates, new advertising materials, community outreach strategies, scheduled blog posts, rapid replies on social media and notification across social networks. Members of the local media and community leaders have complimented us on our increased transparency and openness.

4. Measurement/Evaluation Methods

From an engagement perspective, we've already been able to see results. Feedback on the website has been positive, as well as our developments in social media. We see increased activity and interaction there, along with hundreds of additional followers on Facebook and Twitter. Our hashtag has already begun to take off in the area.

Our new approach to posting and sharing press releases has also had some success. Rather than just emailing them to news outlets, we post them online via social media linkages and gather public interest. Almost all of our news this year has found its place in the newspaper, on television or on the radio.

We've also experienced some success with our goals which occurred during this period. Last year, one of the world's largest container lines, MSC began calling Port Saint John on a weekly basis. This year, Port Saint John was designated a potential termination point for the TransCanada Energy East pipeline project. In the cruise sector of our business our Port was also named a "Top Port of Call" by Yahoo Travel.

5. Budget Total: \$95,842

Rebrand Project with MT&L \$24,380

Collateral Material: \$71, 462

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| Design and printing of 8 Pull-up Banners | \$3,438 |
| Design of Various Advertisements | \$3,059 |
| Design and printing of 3 brochures, 1 kit folder a variety of insert sheets. | \$4,099 |
| Promotional Awareness Video Script and production | \$16,790 |
| Community Update Brochure | \$14,370 |
| website redesign | \$21,000 |
| Stationary & Business Cards | \$8,706 |
| | <hr/> |
| | \$71,462 |