

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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| <ul style="list-style-type: none"> 1. AAPA Awareness Initiative Messaging _____ 2. Advertisements – Single _____ 3. Advertisements – Series _____ 4. Annual Reports _____ 5. Audio-Only Presentations _____ 6. Directories/Handbooks _____ 7. Miscellaneous _____ | <ul style="list-style-type: none"> 8. Overall Campaign <u> X </u> 9. Periodicals _____ 10. Promotional/Advocacy Material _____ 11. Social/Web-Based Media _____ 12. Special Events _____ 13. Videos _____ 14. Visual-Only Presentations _____ 15. Websites _____ |
|--|--|

CATEGORY 1 CATEGORY 2

Entry Title FULL SPEED AHEAD - More Cruise Lines And Great New Ships
 Port Name POA Miami
 Port Address 105 North America way, Miami, Fla 33132
 Contact Name/Title Paula Musto
 Telephone 305-960-5444 Email Address musto@miamidade.gov

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

Name _____

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).

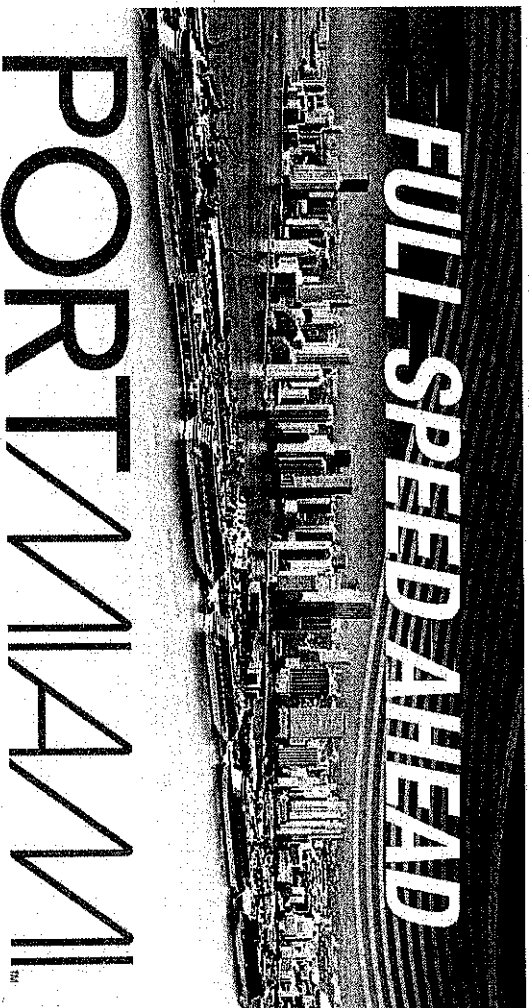
3. What actions were taken and what communication outputs were used?

- 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.

Introduction



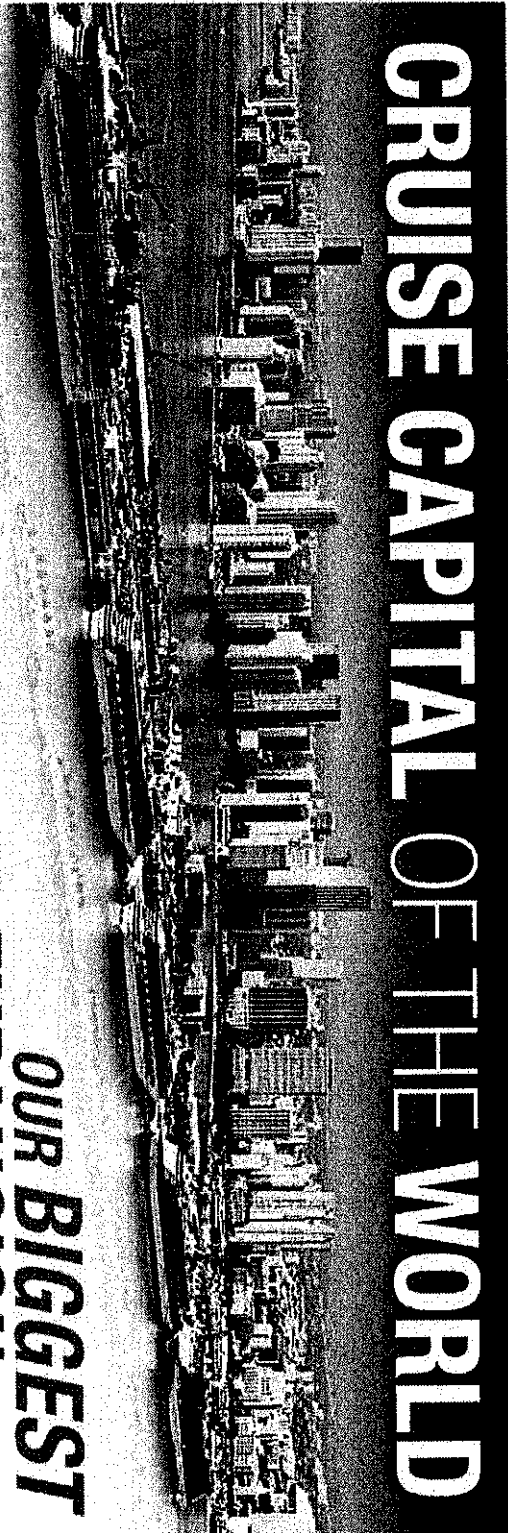
More Cruise Lines and Great New Ships

At PortMiami the start of the 2012 cruise season was exceptional. The Port experienced its biggest expansion ever welcoming a host of new cruise brands and great new build ships to its fleet. Last fall, two new cruise lines, the luxury brand Regent Seven Seas Cruises, and the family-oriented Disney Cruise Line began sailing from PortMiami. In addition, PortMiami welcomed three of the world's newest ships –the *Carnival Breeze*, the *Oceania Riviera* and the *Celebrity Reflection* - to their U.S. homeport.

The new business represented a powerful boost to PortMiami's cruise business and South Florida's all important tourism industry. Spending by cruise passengers contributes millions of dollars annually to the local economy. The P.R. challenge was to create a campaign to generate awareness and excitement, celebrating the arrival of all the new services/ships that arrived in November/December 2012, marking the start of the new cruise season. The campaign required separate celebrations for each new cruise line and each new build ship, yet we needed an approach that would encompass all the new business—in what was literally a parade of new ships.

Goal

Create awareness of the new Cruise Season that marked the largest expansion ever of PortMiami's cruise business.



CRUISE CAPITAL OF THE WORLD

OUR BIGGEST EXPANSION EVER

NEW SHIPS, NEW LINES, NEW FACILITIES

PORTMIAMI | MIAMI-DADE COUNTY

Objective

To inform stakeholders of the growth of PortMiami's cruise industry and communicate the benefits to the Port, stakeholders and the South Florida community at large.

To create new excitement and communicate why cruising out of PortMiami – the busiest cruise port in the world and long known as the *Cruise Capital of the World* - is only getting better with even more choices for every taste - from family fun to sophisticated, luxury travel.

PORTMIAMI WELCOMES YOU

Audience

PortMiami's cruise line partners, the Mayor and other local/state/national government officials, the South Florida community, and local/national/international media including cruise trade media, as well as PortMiami cruise passengers and potential passengers.



Marketing Strategies

Under the banner of “**Full Speed Ahead**” communicate the key message points. The well-known nautical slogan “Full Speed Ahead” was selected to convey the growth, energy and excitement associated with the new cruise brands and new build vessels.

- Highlight the tremendous growth of PortMiami’s cruise business (traffic projected to grow from 4 million passengers annually to the 5 million mark)
- Build on PortMiami’s reputation as *Cruise Capital of the World*
- Create excitement for new cruise brands and new build vessels
- Underscore the partnership between the tourism industry and cruise lines
- Demonstrate economic impact – how cruise industry contributes to the local, state, regional and national economy

Tactics - Media

Media — Placed articles
in both general and trade
publications on growth
of PortMiami's cruise
industry with "Full Speed
Ahead" message. Also, TV
radio and online media.

PORTMIAMI

Full Speed Ahead More cruise lines and great new ships

Long known as the "Cruise Capital of the World," PortMiami is leading the industry growth over the next five years as new cruise lines and ships arrive and existing lines expand their operations. The port is currently the largest in the world for the number of cruise lines and ships.

With more than 100 cruise lines and 100,000 passengers per day, PortMiami is the largest cruise port in the world. The port is currently the largest in the world for the number of cruise lines and ships.

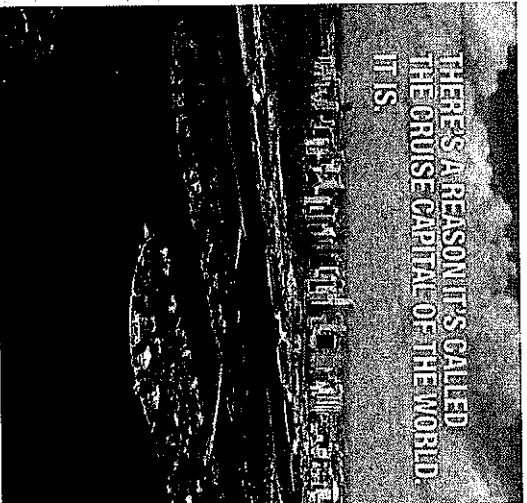
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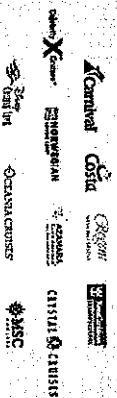
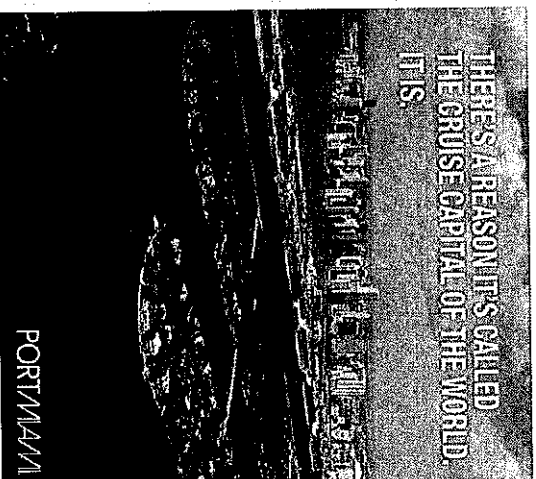
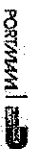
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Tactics - Advertising

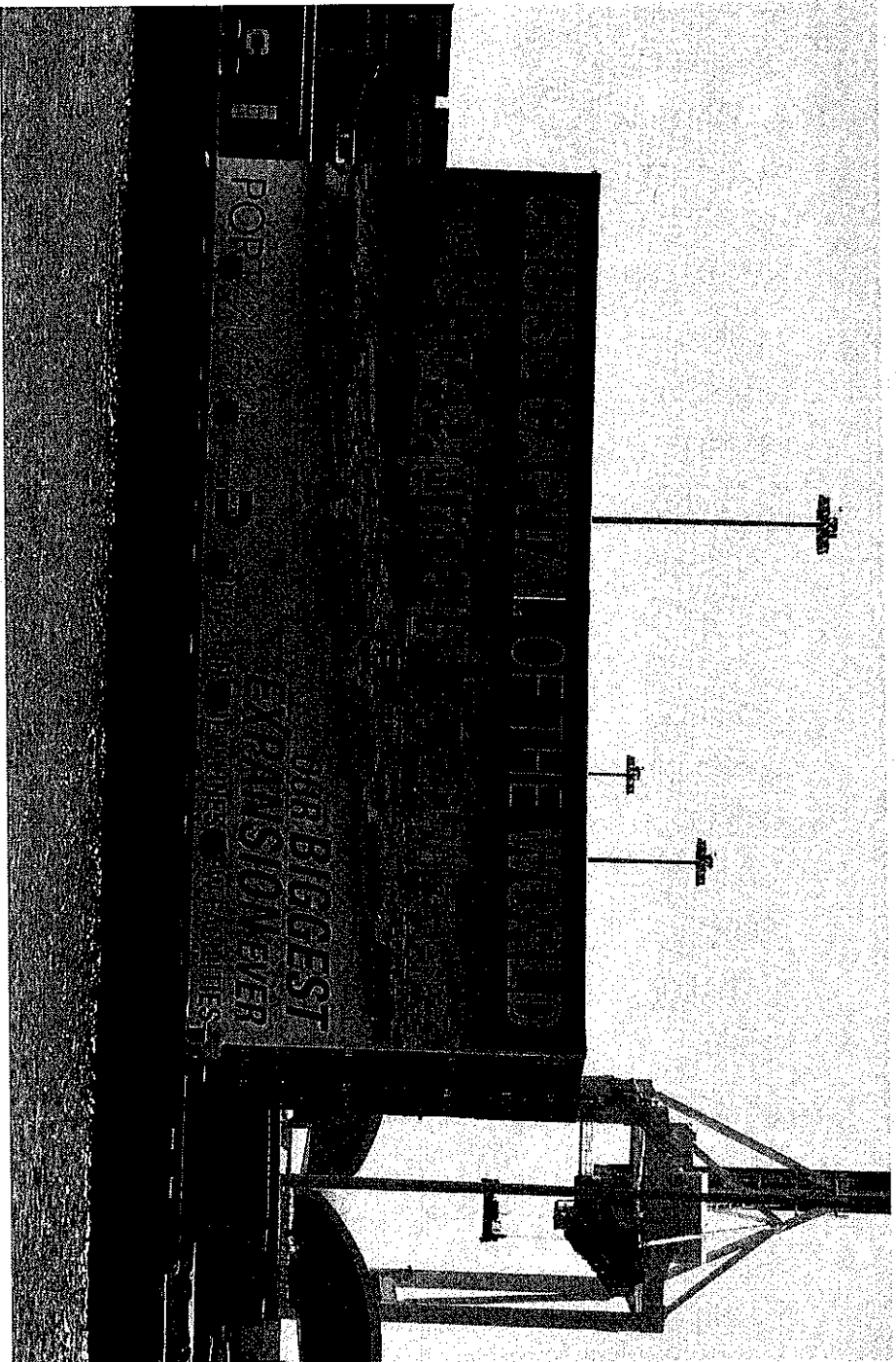
- Advertising – General Media and Trade Publications



Modern cruise ships are docked at PortMiami. Today we are the global headquarters for the world's largest cruise lines and proud to be the home port of the world's most exciting and modern cruise ships. For information on the District, the Caribbean, Mexico and beyond, PortMiami will always be the Cruise Capital of the World. For more information, please visit www.miamiportmiami.com

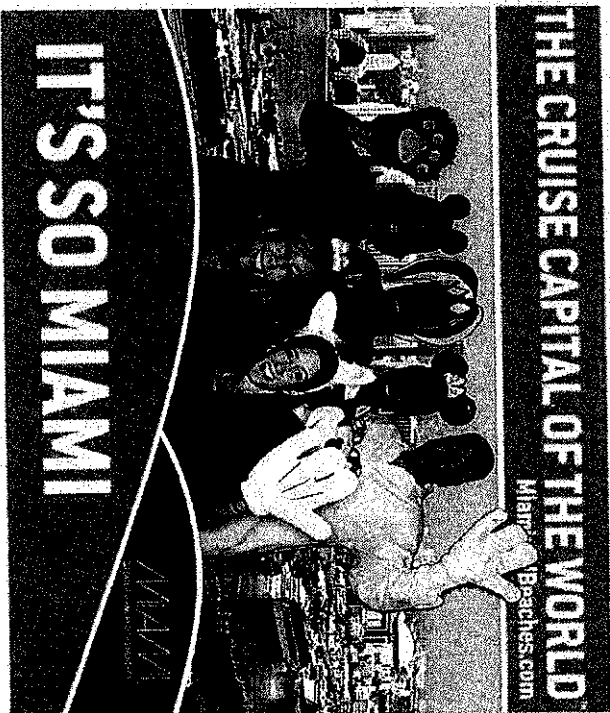


Tactics - Signage



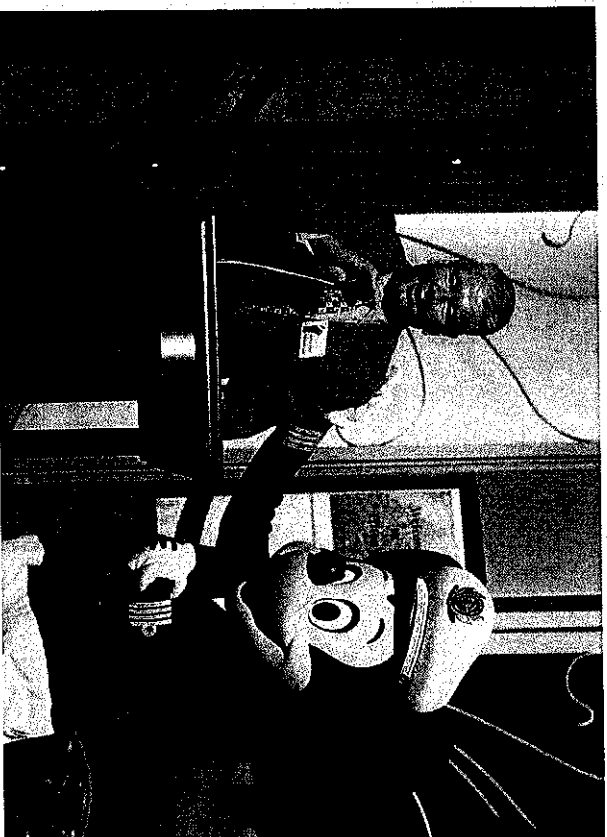
Tactic - Events

- Events — partnered with Greater Miami Convention and Visitor's Bureau on a series of events to kick off cruise season and welcome each new cruise line and new build ship

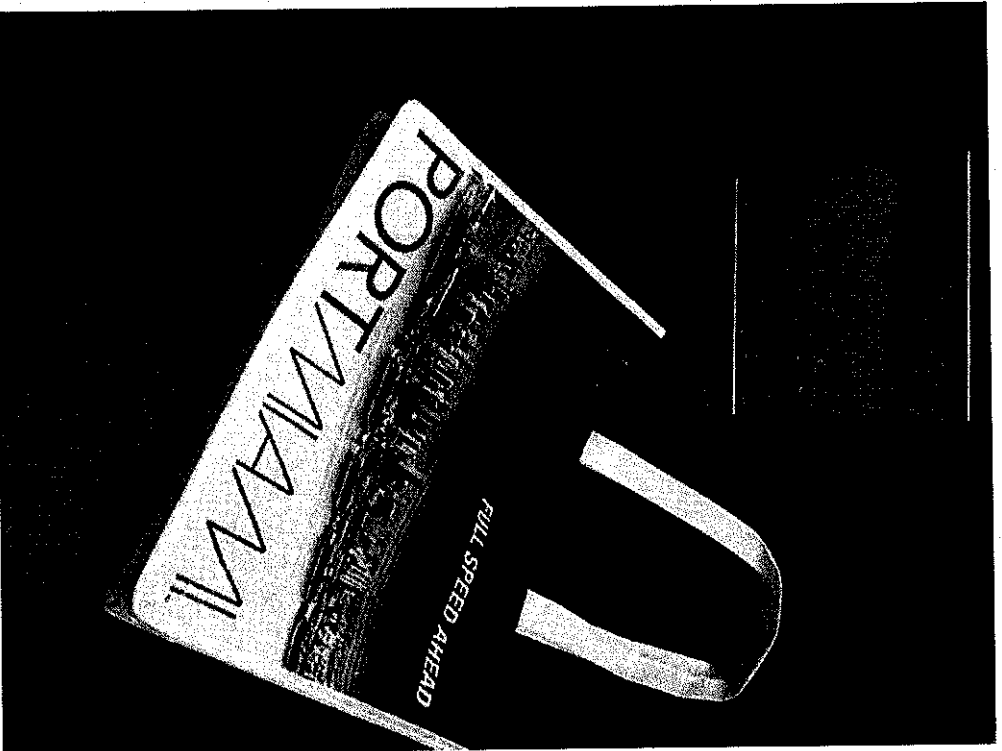


Tactics – Public Presentations

- Speaker's Bureau - dozens of presentations to stakeholder groups (often showing "Full Speed Ahead" video)



Promotional Materials



Campaign Partners

The Greater Miami Convention and Visitor's Bureau (GMCVB) joined PortMiami in welcoming the new business. The GMCVB's highly successful marketing campaign, "It's So Miami" was extended to "Cruising—It's So Miami." Five events were held at a popular waterfront hotel overlooking the Port Channel where guests — invited by the tourism bureau and the port - welcomed the new ships on five separate evenings.

Other Partners:

Downtown Development Authority

Greater Miami Chamber of Commerce

Miami Beach Chamber of Commerce



Measurement

While we do not have formal metrics, anecdotal feedback showed that PortMiami's new cruise season was the talk of the town. The slogan, "Full Speed Ahead," first used by us in a summer 2012 two-page magazine spread, was picked by other organizations including the University of Miami which began using "Full Speed Ahead" to talk about UM's winning basketball season this year.

Media coverage of the new cruise season more than doubled as measured by media clips including print, TV, digital. The campaign produced thousands of dollars in free media.

