

AAPA COMMUNICATIONS AWARDS

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 _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material <u>X</u> |
| 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 Leading the Way

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 tim-

OFFICIAL ENTRY LABEL
AAPA 2013 Communications Awards

Port PORT OF LONG BEACH

Contact Person Art Wong

Entry Classification Promotional/Advocacy Material



Port of
LONG BEACH
The Green Port

2013 AAPA Communications Awards

Category: Promotional/Advocacy Materials

Title: Leading the Way

Port of Long Beach Leading the Way

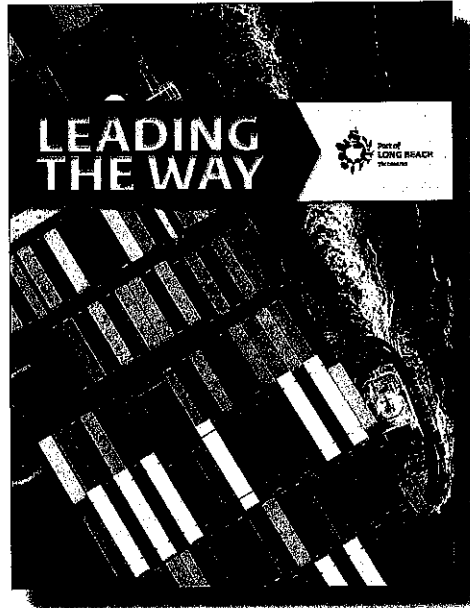
Communications Challenges and Opportunities

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. After years of investments 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.

Meanwhile, the railroads continued to invest and expand their intermodal rail network. Roughly 1 billion square feet of industrial properties - warehouses and distribution centers - have grown up around the Port, providing unrivaled trans-loading facilities.

These major advantages provided the Port of Long Beach with a unique marketing opportunity. For many years, these marketing developments were noted in an Annual Report to recap the past year's business and project future performance.



In this age of immediate information and instant updates, the statistical information contained in the Annual Report quickly went out of date, and it became more effective to publish that information on the Port's website where it could be continually monitored and more widely reviewed.

However, producing a publication with the Port's marketing information remained an excellent tool for the Port's Trade Development team when working to grow Port business.

Planning and Programming Components

The Port's primary goal is to retain or grow market share by promoting the advantages of moving trade through the Port of Long Beach. Those advantages include Big Ship Ready facilities; a massive transload and flexible network of warehouses and distribution centers near the Port; rail connections; green operations; sustainability programs; the \$4.5 billion the Port is investing in still-better facilities; great weather that doesn't slow loading and off-loading; and much more.

"Leading the Way" was produced primarily as a tool for the Port's Trade Development team to educate current and potential Port customers about the advantages of the Port's present operations, as well as plans for the future.

It was designed to be a quick read, with bold, colorful imagery to tell the story of the innovative developments at the Port. "Leading the Way" was intended as an attractive table-top booklet that customers and other Port stakeholders would be proud to have in their office. It would also be perceived as a valuable and informative "gift" from the Port, whether as a table-favor at a banquet function, a take-away at an industry



Port of
LONG BEACH
The Green Port

2013 AAPA Communications Awards

Category: Promotional/Advocacy Materials

Title: Leading the Way

Long Beach Board of Harbor Commissioners



"Our promise is to provide premier seaport facilities that enhance economic vitality and improve the quality of life and the environment."

Susan E. Anderson Wise

Susan E. Anderson Wise

conference, or as part of a comprehensive sales kit. It would also provide an overview of the Port of Long Beach for educational purposes in schools and libraries and at conferences and community forums. It was designed to be impressive graphically, informative but not text-heavy.

Actions Taken and Communication Outputs Used

The Communications and Community Relations Department began work on "Leading the Way" in late 2012, in concert with the production of the Port's annual State of the Port Address set for January 31, 2013, when the new booklet would be premiered as a gift for the 800 attendees. Its content was developed to mirror the content of the State of the Port Address, but with additional detail. It would also include content from the newly-produced facilities guides ("On Track for Tomorrow - 2012 Rail Guide" and "Big Ship Ready - 2012 Facilities Guide") and serve as a broad-based companion piece to them. Various Port departments contributed to the project, including the Trade Development Division, which would be the primary users of the booklet.

The design of the 8 1/2" x 11" 41-page, full-color booklet incorporates the Port's signature use of brilliant color and outstanding photography that helps to enforce the Port's branding and marketing messages. "Leading the Way" can easily be identified as Port of Long Beach collateral. The booklet was written and designed in-house by the Communications and Community Relations Department who dedicated 200 hours of staff time to the project. Initially, 2,750 copies were printed. But demand was far greater than expected and a

re-run of 5,000 additional copies was produced. The cost was between \$5 and \$6 per unit. Printing was done on 100% post-consumer recycled paper using environmentally friendly ink. All photography was pulled from the Port's extensive photo archive of current images, including facilities and infrastructure construction and calls at the Port by the world's largest container vessels and tankers.

Copies were distributed on sales calls and to Port customers at trade-related conventions and conferences. And, based on the success and demand for the first printing, the second batch was ordered.

The guides also became a resource for educators and students, whether teaching or learning about trade in Long Beach in high schools, community colleges and at the university level.

"We included 'Leading the Way' in the bags of all the attendees at the Journal of Commerce TPM conference. Afterward I had numerous people coming up to our display booth saying that it was great, well put together, attractive, with great information that was easy to read, just very informative. I even had a representative from another of the West Coast ports mention that it was a great publication."

- Kathleen Charchenko, assistant marketing manager in the Trade Development Division

Due to popular demand and for the convenience of all Port stakeholders, "Leading the Way" is available on the Port's website (www.polb.com) under the Trade tab at <http://www.polb.com/leadingtheway>

Evaluation Methods and Communications Outcomes

"Leading the Way" has rapidly become the principal collateral for the Trade Development Division in its work to sell Port services to new customers. Terminal operators and other stakeholders have also requested a supply to keep on hand to share with their business associates who have questions about trade at the Port of Long Beach.



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The Trade Development Division is the Communications Department's internal client for this project, and they report that staff has been extremely satisfied with the output and appreciated being involved early and often in the production process. They report that customers were impressed with the publication and, more importantly, found it informative and useful.

The immediate re-order of a quantity double the original order attests to its success.

