

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>1</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 Corporate Brochure: "Connecting customers, cargo and community"

Port Name Port of Tacoma

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Contact Name/Title Tara Mattina, communications director

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

Name Port of Tacoma

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.

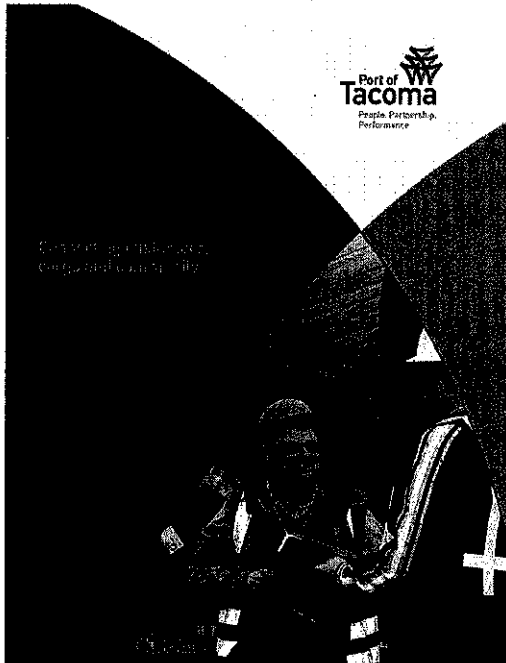
Corporate Brochure: "Connecting customers, cargo and community"

Port of Tacoma

PO Box 1837, Tacoma, WA 98401-1837

Tara Mattina, Communications Director, (253) 428-8674, tmattina@portoftacoma.com

Situation analysis



The 94-year-old Port of Tacoma, about to embark on an aggressive 10-year strategic plan, needed to differentiate itself in our highly competitive marketplace. Over the years the Port had created multiple printed pieces with different looks and different audiences, but we didn't have one main "who we are" brochure suitable for all audiences to clearly communicate our competitive advantages.

As part of the rebranding effort, with guidance from consulting firm brandStrata, we performed primary and secondary research to measure customer, community and employee perceptions of and attitudes toward the Port, as well as a SWOT analysis of our strengths, weaknesses, opportunities and threats.

Surveys of customers, community stakeholders and employees showed general alignment about what sets the Port of Tacoma apart from its competitors:

- "Business focused, effective environmental policy, good labor relations"
- "A fast and friendly shipping port"
- "Customer oriented and community sensitive"
- "A dynamic economic engine not mired in the past, but prepared and eager to embrace the future"

The SWOT analysis uncovered key strengths that also set the Port of Tacoma apart from its competitors:

- Good community support
- Respected leadership
- Good relationships with labor partners and Puyallup Tribe
- Experienced, customer-focused staff
- Room to grow
- Industry-only zone
- Easy access to rail, highways and warehouse/distribution centers

The research, along with a competitive audit, led to rebranding the Port of Tacoma to focus on those strengths with a new, more contemporary logo and the tagline "People. Partnership. Performance."

Implementing the new brand meant creating all new materials to communicate clearly who we are and what makes us different to our customers, community stakeholders and employees. We wanted these audiences to understand our brand, feel pride in our relationship and help carry the message.

Communications plan and program components

We used two main communication tools—brochures and videos—to launch the brand. The pieces all needed to have a consistent look and voice to match our brand.

The eight-page corporate brochure, whose title echoes our new mission, is one of three key printed publications used to launch the brand. Appropriate for all audiences, it is the piece we hand out at community and trade events and put in the front of all marketing, media and communications packets to establish who we are.

The brochure needed to be short enough to appeal to wide audiences, yet broad enough to highlight our competitive advantages, cargo types, facilities and history.

It includes key messages developed during the branding to use consistent language, design and style. We used friendly language and pictures of people, rather than just equipment, to establish a warm voice and presence. The pictures include employees who interact regularly with customers and community members for recognition. In conjunction with the videos, it clearly establishes that our people and culture of customer service are differentiators.

Actions

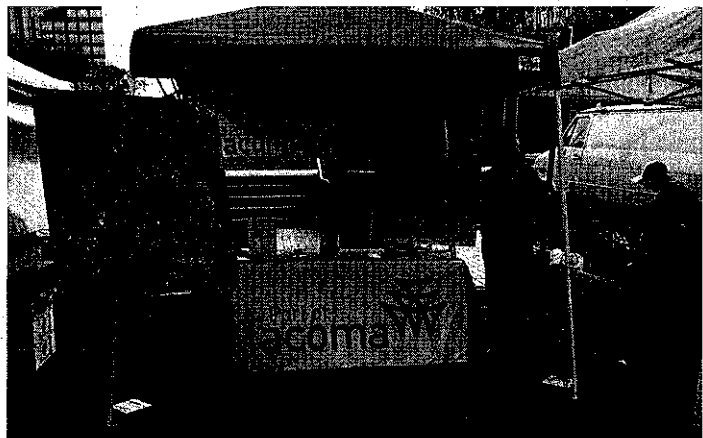
The original contract with brandStrata allowed for a \$25,000 amendment to implement the brand in several key pieces. This brochure was one of several pieces produced under the amendment. Other pieces included a reskinned website, trade show graphics, print ads, a presentation folder, templates for PowerPoint slides and business kit one-pagers, stationery, stickers and promotional items.

The brochure cost just slightly more than \$1 per piece for 5,000 copies. We spent \$2,900 for writing and design and \$2,500 for printing.

Evaluation

We have handed out the brochure at community and media events and trade shows since September 2012. Response has been positive. Rather than ask for custom informational sheets for events, civic and business groups now ask specifically for copies of the brochure to hand out.

We have seen newspaper reporters and community members regularly refer to it during tours to reinforce what they see and hear.



Reporters also have told the communications director that they keep it, along with our annual report, for easy future reference. They have said they especially like the map of terminals on the back cover and the historical timeline inside.