

# 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 _____ |
| 4. Annual Reports _____                      | 11. Social/Web-Based Media _____        |
| 5. Audio-Only Presentations _____            | 12. Special Events _____                |
| 6. Directories/Handbooks _____               | 13. Videos _____ <u>XX</u>              |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____     |
|  | 15. Websites _____                      |

CATEGORY 1

CATEGORY 2

Entry Title: Economic Impact Video

Port Name: Georgia Ports Authority

Port Address: P.O. Box 2406 Savannah GA, 31402

Contact Name/Title: Emily Goldman, Manager of Port Relations

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Email Address: egoldman@gaports.com

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

Name: Georgia Ports Authority

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.

<http://www.youtube.com/watch?v=cbTgE1hUgz4&feature=endscreen&NR=1>

Run Time: 3:22

**What are/were the specific communications challenges or opportunities?**

Georgia Ports Authority, owner and operator of the fourth busiest container port in the nation, is an economic engine, supporting more than 352,000 jobs throughout the state and contributing \$18.5 billion in income, \$66.9 billion in revenue and \$2.5 billion annually in state and local taxes to Georgia's economy. This piece was created to specifically communicate:

- The national importance of Georgia's ports;
- Their deep impact on the state's private economy and on government funding through taxes supported by GPA;
- The GPA's broad economic reach, touching every county in Georgia;
- And the strong argument for deepening the Savannah River channel to better accommodate larger container ships.

**OBJECTIVE:**

- **Business:** To receive 100% of requested port-related funding and legislative requests from the 2012 Georgia Legislature including capital terminal expenditures and transportation infrastructure improvements.
- **Communication:** To illustrate the state-wide economic impact of Georgia's Deepwater Ports including the fact that Georgia's port's support 352,146 full- and part-time jobs and generate \$1.1 billion in local taxes, \$1.4 billion in state taxes, and 4.5 billion in federal taxes.

Primary audiences include federal, state and local legislative officials, along with port customers and community leaders. The governor and state lawmakers are key to the port's success because they approve funding and legislative requests as well as transportation infrastructure efforts that directly relate to GPA's operations.

**What were your communications planning and programming components?**

- The video was also created to be shared from GPA's YouTube channel for use by the sales team and media.
- Our challenge was to personalize the story of the impact of Georgia's ports on the economy, as well as the people of Georgia.
- The video team traveled around the state to document examples of the ports impact on every section of the state and its economy, illustrating GPA's impact in not just the transportation and logistics sector but also the retail, manufacturing, agricultural and service sectors.

**What actions were taken and what communication outputs were used?**

- An outside firm, SpyHop Productions, produced the video, with close creative direction and editing from GPA staff. The total cost of the project was \$6,000.

**Tools:**

- **LIVE ACTION:** real video of the people around Georgia who are impacted by Georgia's ports makes the impact personal.
- **MOTION GRAPHICS:** to match the corporate brand, the "info graphic" style of the print and online campaigns were carried through the video with the use of motion graphics. This served both an artistic and functional purpose, allowing us to share a significant number of accomplishments in a very short time, while sustaining the interest of the viewer.
- **SHARING:** The video is utilized online and offline. Viewers are driven to the video online through GPA's sustainability micro-site, email campaigns, click-through banner ads in targeted e-media, and through strong search engine optimization (including YouTube) to assure we reach the right audiences.

**What were our evaluation methods and communications outcomes?**

- **Business:** The primary measure of the report's success was that all 2012 legislation and funding requests were approved. Georgia funded off-terminal infrastructure improvements that have a direct effect the GPA's efficiency including a new GA 307 overpass (\$22.5 million) and Jimmy Deloach Parkway expansion (\$121 million).
- **Communication:** The demand for access to the port, including requests for tours and presentations as well as our involvement in local and state events, has drastically increased from constituents throughout the state. In the three months following the issuance of a press release about the study we received earned media mentions in every region of the state worth the equivalent of more than \$1.9 million in ad placements.