

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 _____ |

<input checked="" type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2
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Entry Title: We Do More Video

Port Name: Georgia Ports Authority

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

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

Telephone: 912-964-3885

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=NQtEOEs887E>

Run Time: 3:42

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. Our public relations mission is to communicate GPA's commercial advantages while highlighting our customer service, economic development and sustainable practices.

OBJECTIVES:

- To share GPA's commercial advantages in a clear and useable way.
- To provide our sales team with a tool that can be used across multiple platforms including email, through Georgia Ports' YouTube channel, during direct sales presentations and in one-on-one situations.

What were your communications planning and programming components?

Looking to reposition the brand, GPA wanted to showcase how much more it brings to customers and the marketplace than other regional ports. GPA focused on indisputable facts to punctuate the campaign promise "We Do More." Tactics along with this video included print advertising, digital display ads and a responsive-design microsite.

Target audience:

- Beneficial Cargo Owners, Carriers and 3PLs

Value Message: The Port of Savannah offers a unique combination of geography, technology and infrastructure.

1. More services than any other East Coast or Gulf Coast port
2. The largest single-terminal container port in North America
3. Two Class I railroads on terminal
4. Over 4M square feet of warehouse space available within 30 miles of port
5. Immediate access to major interstates — I-16 (East/West) and I-95 (North/South)
6. 9,700 feet of contiguous berth space

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:

- REMOTE CONTROL HELICAM: provides an intimate, birds-eye view that connects the viewer emotionally through the environmental elements of the story and unique perspective of the port.
- 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?

Since the material was put into use in mid-December 2012, GPA has secured more than four new high-end Beneficial Cargo Owner clients including Toyota and Nissan, as well as four out of five service strings from the revised CKYH(U) Alliance, five out of six new services from the G-6 Alliance as it expands into Trans-Pacific Trade, two new services from Maersk, and a new Northwest Europe – Savannah Ecuador service.