

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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|--|---|
| 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 Use Less to Move 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=ejPF0Uun4Kw> Run Time: 3:54

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 commitment to increasing business in environmentally responsibly ways while leading the industry in sustainable practices.
- To protect current business and develop new opportunities with companies that are concerned with environmental awareness.

What were your communications planning and programming components?

- The video was initially created to show during our annual State of the Port event where more than 1,200 people involved in the Southeast's logistics industry convene to hear about the progress of the Georgia Ports Authority. 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 communicate a complex story of environmental and fiscal stewardship that has spanned an entire decade; laying the foundation for future growth for GPA and the businesses it serves in the Southeast region and around the world.
- The video focuses on communicating the way GPA approaches business—through innovative thinking that delivers sustainable solutions AND saves money. We pose the question "What If" to frame desired outcomes that everyone can identify with, then share GPA's solutions. This approach leverages the accomplishments of the past decade to build confidence that GPA will continue sustainability leadership going forward. It was important to demonstrate specific achievements that support our position: "We Use Less to Move More."

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 \$25,800.

Tools:

- **LIVE ACTION:** real video of sustainability initiatives clearly demonstrates this is not just a plan, but these changes have already been implemented at GPA.
- **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?

- This video is just one aspect of our campaign to raise awareness of the Georgia Ports Authority as an industry leader in sustainability. These efforts have resulted in earned media mentions of GPA environmental initiatives worth the equivalent of nearly \$300,000 in ad placements during the first half of FY2013.
- Some of our largest partners, including Lowe's, Home Depot and Target, are all moving toward more sustainable business practices. By successfully sharing our sustainability message, as illustrated in our earned media numbers, we are able to safeguard the business provided such clients, and attract new business within an increasingly earth-conscious industry.
- Recently, a delegation from Israel including the chief operating officer of the Israel Ports, Dov Frohlinger, cited that learning more about GPA's sustainable practices – including the electrified rubber-tired gantry cranes mentioned in the video - was a key reason for his trans-Atlantic visit. "We learn from each other and share experiences," said Frohlinger.