

# 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 _____ ✓                      |
| 7. Miscellaneous _____                       | 14. Visual-Only Presentations _____     |
|                                              | 15. Websites _____                      |

CATEGORY 1

CATEGORY 2

Entry Title Video "Where the city begins"  
Port Name Port Saint John  
Port Address 111 Water Street, Saint John, NB E2L 0B1 Canada  
Contact Name/Title Paula Small, Manager of Stakeholder & Community Engagement  
Telephone 506-636-4674 Email Address psmall@sjport.com

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

Name Port Saint John

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.



## **AAPA 2013 Communications Awards Program – Video**

### **1. Defining the Opportunity**

Port Saint John's Board of Directors has given management a strategic direction priority to enhance two-way dialogue and build brand awareness with the community. Initially this meant the rebranding of the Port into an 'open and inclusive' entity and part of the community (see separate overall campaign submission) but it has also branched to various supporting collateral pieces.

While Saint John is an historic port city with the highest volume tonnage in Eastern Canada, we recognize that the relationship with our community gives us 'social license' to operate and it is therefore essential to nurture this relationship.

At the start of the rebranding campaign in early 2012, the first piece of collateral developed was a short video which sought to both highlight the importance of the work being done by the Port and its stakeholders, but also to connect the Port to the hearts and minds of the local community.

Due to the fact that community grew up around the Port over the past 400 years, the tag line "Where the city begins" was used as an overarching theme in the video.

To produce the video, we enlisted the help of Hemmings House Pictures. The video represents the past, present and future of Port Saint John.

We wanted the video to be something that captured our staff, facilities and position in the community. Internally, staff members from different departments were included in the video. Staff also took part in developing the concept and guiding the message.

Externally, we wanted it to be something people could identify with, whether they are from Saint John or not. This video is a key piece of our strategic efforts to boost community engagement and awareness with target audiences through presentations to community and business groups and online visitors.

### **2. How the strategy complements overall communications**

Our goal was to produce a short video that represented the past, present and future of Port Saint John. We wanted to use it as a marketing tool within the community, abroad and with key stakeholders. We enlisted the help of this award-winning film studio to accomplish these goals because of their talent, recognition and ability to promote the video within their own networks. We wanted the video to be something we could share



across our social media outlets and track views. As well, we wanted something short enough that people would be able to watch at any time.

### **3. Planning and Implementation**

Enlisting Hemmings House Pictures to produce the video was key. They are a group of young, innovative Saint Johners with creative ideas. They have great connections in the film industry, ensuring our video will be seen by a larger and more diverse population. The video encompasses all aspects of Port Saint John. It has both narration and music to hold the viewer's attention, as well as colourful, interesting visuals. Port Saint John staff members are prominently featured in the video to help viewers better understand what port employees do. The video begins with a bit about our history and some enhanced heritage photos before quickly moving into the work Port Saint John carries out today and our place as a community developer. We wanted the video to appeal to everyone in the community, particularly those with an interest in history and community development. The video was also timed for release as our new branding was rolled out. The video shows off our new logo in a playful, inviting way.

### **4. Measurement/Evaluation Methods**

The video was posted to YouTube, as well as posted to the homepage of the Port Saint John site. We have had more than 2,300 views since the video was posted ten months ago. That doesn't include the number of people who have seen the video offline in dozens of presentations over the past 10 months.

Comments on the video have been nothing but positive. Written comments include, "Excellent!" and, "Great video!" The video was also played at the #portcity event (outlined in a separate special events submission). We plan on continuing to use the video to promote Port Saint John and we will continue to accumulate views on the video.

### **5. Budget and run-time**

The total budget for this video was \$16,790. That included a script from MT & L Public Relations for \$7,000, video filming and production for \$9,970, plus a full-time equivalent person on staff for 20 hours. The video is approximately two minutes long.