



6. MISCELLANEOUS

Entries that do not fall within the other classifications will be judged in the Miscellaneous classification. You must complete the questions on this page for each entry and include a printed rendition of the submission (for judging and display purposes) and a high-resolution electronic image (see Electronic Images for details) that best depicts it for publicity purposes. Please be brief, but use as many pages as you feel is necessary to answer the questions.

CATEGORY 1 X CATEGORY 2 []

Type of Entry (e.g., billboard, sky-writing, blog): Re-branding campaign

Entry Title: Port of Long Beach Brand Identity System

Port Name: Port of Long beach

- 1) Was this entry produced in-house? [] by an agency? X By a combination? []
2) To what audience(s) was this entry targeted? Local, state and national residents, local and global maritime community.
3) What was the goal or objective of producing this entry and what were the key message(s) this entry intended to communicate to its target audience(s)? Please see enclosed descriptor for detailed goals, strategies, objectives and key messages related to this entry.
4) How many printed copies or data disks (e.g., CDs) were distributed, if any? If produced for the Web, how did you assess "visits"? Please see notebook for examples of rollout of branding campaign and widespread distribution.
5) How did you evaluate the success of this entry and what were the results? (Be specific.) Please see enclosed descriptor for detailed results evaluation related to this entry.
6) If your Miscellaneous submission is in a language other than English, please briefly describe the major points of this entry in English.

Award of Excellence