

2008 COMMUNICATIONS AWARDS PROGRAM

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 CATEGORY 2

Type of Entry (e.g., billboard, sky-writing, blog): Printed brochure

Entry Title: Port Brand Book

Port Name: Port of Portland

- 1) Was this entry produced in-house? by an agency? or a combination?
- 2) To what audience(s) was this entry targeted? Target audiences include key influencers, business leaders, current clients and prospective clients.
- 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)? The objective is to introduce the Port, its competitive advantages, and convey a sense of who we are and what we value. Key messages include: location, leadership (autos, sports apparel, wheat, customer service) our spirit of cooperation and our ability to customize and partner. This piece has a pocket to add customized or tailored project overviews as well as our "Port Fast Facts" booklet.
- 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"? 1,500 printed copies
- 5) How did you evaluate the success of this entry and what were the results? *(Be specific.)*
Word of mouth, the response our sales and marketing teams received.
- 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