2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

Check only ONE entry classification below:

1. Advertisements – Single
2. Advertisements – Series
3. Annual Reports
4. Audio-Only Presentations
5. Awareness Messaging
6. Directories/Handbooks
7. Miscellaneous
8. Overall Campaign
9. Periodicals
10. Promotional/Advocacy Material
11. Social/Web-Based Media
12. Special Events
13. Videos
14. Visual-Only Presentations
15. Websites

Please check the appropriate box:

☐ CATEGORY 1  ☐ CATEGORY 2  ✓ CATEGORY 3

Entry Title PEOPLE MOVE OUR PORT

Name of Port Port Corpus Christi

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On separate paper, FIRST write a short, descriptive summary of your entry, THEN, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

1. What are/were the entry’s specific communications challenges or opportunities?
   – Describe in specific and measurable terms the situation leading up to creation of this entry.
   – Briefly analyze the major internal and external factors that need to be addressed.

2. How does the communication used in this entry complement the organization’s overall mission?
   – Explain the organization’s overall mission and how it influenced creation of this entry.

3. What were the communications planning and programming components used for this entry?
   – Describe the entry’s goals or desired results.
   – Describe the entry’s objectives and list specific, measurable milestones needed to reach its goals.
   – Identify the entry’s primary and secondary audiences in order of importance.

4. What actions were taken and what communication outputs were employed in this entry?
   – Explain what strategies were developed to achieve success and why these strategies were chosen.
   – Specify the tactics used (i.e., actions used to carry out your strategies).
   – Detail the entry’s implementation plan by including timeline, staffing and outsourcing used.

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?
   – Describe any formal or informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
   – If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.
THE SUBMISSION
2016 AAPA Communications Awards
Entry Classification: Overall Campaign
Title: People Move Our Port

SUMMARY
In 2009, Port Corpus Christi saw the beginning of exponential growth with the announcement of a $1 billion steel-mill pipe facility, TPCO America, to be located near the Port’s La Quinta Trade Gateway. By 2013, two additional foreign companies announced major facilities in the region. The Port currently has $30 billion in investments under construction.

While the influx of construction and permanent jobs to the region is welcomed, the increase in traffic, a shortage of housing, and a fear of environmental hazards was on the rise.

People Move Our Port is a community campaign in response to major growth.

Eileen Mink
Port Corpus Christi
Civil Engineer

Matthias Preslmayr
voestalpine Texas
Project Manager / Head of Maintenance

Catrina Wilson
United Way of the Coastal Bend
CEO
1. Communications Challenges and Opportunities

Around 2007 to 2010, the Port Industries in Corpus Christi faced immense opposition from an environmental justice group. After years of relationship development and establishing community outreach boards the dynamics between the two groups improved to a good working relationship.

Fast forward to 2014, with three of the largest companies the region had seen in many years simultaneously constructing new facilities, the Port recognized the potential for a relationship breakdown.

The Port Commission Chair authorized a community campaign, and played a key role in shaping its message.

Internal Factors

- The three major companies were breaking ground in 2014, so the Port was catching a moving train.
- Port Corpus Christi had to carve out a budget for the campaign in an already approved budget year, and come up with the creative components for a 2015 launch.

External Factors

- The community was already in the midst of changes including an influx of traffic and a shortage of residential property to rent or buy.
- The business climate was ripe, so on top of the three major companies other companies were still moving in and/or expanding.

2. Supporting the Port's Mission

The mission of Port Corpus Christi is to leverage commerce to drive prosperity.

The People Move Our Port campaign aimed to show fulfillment of the prosperity portion of this mission. Unless a person works for or does business with the Port there is often an awareness gap regarding the success of the Port as a win for the region. How does this relate to me? The campaign was designed following a “six degrees of separation” model. By focusing on the People, and not the Business, the community can relate to how the growth and success affects their lives.

Jason, who they know from church and owns a local restaurant, benefits from increased lunch hour and catering business through a greater influx of business professionals. Catrina from United Way sees more donations than ever before due to increased wages in the Coastal Bend. By featuring Port employees, and people from the community the idea that the benefits of a growing economy going beyond the ship channel is realized.
3. Communications Planning & Programming Components

Goal

Increase community awareness of the positive impact of the port's growth, and therefore generate a positive business climate for all port industries.

Objectives

Port Corpus Christi established a Facebook account a year prior to the campaign, but only had 224 likes. The main objective of the campaign was to increase Facebook fans 350% to 1,000 fans to build this communication channel for the Port.

Another objective was to make Port Corpus Christi visible and accessible to a younger demographic (A18-34).

Finally, the campaign was designed to educate the community on Port initiatives and new projects.

Target Audiences

The primary target audience for the campaign was the general community, adults 18+, and living in Nueces and San Patricio Counties.

The secondary audience was adults 18-34 in the same geographic area. Thus targeting young business professionals, the current and future workforce for port industries.
4. Communication Actions & Outputs
With a target audience of adults 18+, and a secondary target audience of Millennials, the team decided that a robust digital campaign mixed with non-traditional media would be the best strategy for reaching the objectives.

Strategies & Tactics
Strategy: To bolster the Port’s Facebook account the team employed a series of paid Facebook ads.

Tactics: The Facebook ads used a mix of video and static profile images. The ads linked to the Port’s website where a full profile of that person could be found.

Port Corpus Christi carefully chose people to profile based on core links to both the Port and the community: Retail owner, environmental organization, non-profit, new industry, and port employees. These core groups each have their own Facebook followers and therefore would draw in a unique audience.

Strategy: To make Port Corpus Christi more visible and accessible to a younger demographic the team carefully chose community sponsorships.

Tactics:
Port Corpus Christi partnered with a local non-profit, Corpus Christi Ride-In Theater, which displays free outdoor movies from pop culture for public enjoyment. The series was called Port Corpus Christi Summer Movie Series.

- Movie choices are targeted to young business professionals.
- The Port took over their social media page for these months to reach their nearly 10,000 Facebook fans.
- A presentation with Port statistics and branding looped for 20 minutes before the movie.
- A Port staff person attended the pre-movie to talk briefly about the Port. The staff were chosen based on movie content. (i.e. Karate Kid / Port Police, Ace Ventura Pet Detective / Port Environmental Staff)
- The Port held contests in relation to the movie and gave-away port promotional items, or gift cards to businesses in the marina district.
Tactics Continued...
The Port also sponsored Hop Corpus, a golf cart that provides rides to downtown events from parking areas. The Hop drivers wore People Move Our Port t-shirts and posted selfies with riders on their Facebook account.

Strategy: To educate the community on Port projects and statistics the team launched a website which also hosted the profiles, peoplemoveourport.com.

Tactics: To draw people to the website the Port employed several tactics.
- The Port ran a series of online banner ads that linked back to the website. The target demo was adults 18+ in the Corpus Christi DMA.

- The Port wrapped the elevators at the most popular mall, La Palmeta Mall, with the profiles of people and the website for intrigue.

- For another community outreach, the Port wrapped the windows of six city buses with people profiles and the website.
Implementation Plan
Port Corpus Christi designated a $180,000 budget for the campaign. Staff began brainstorming in the summer of 2014, and by December 2014 the campaign elements and website were ready to roll out.

2015 Timeline
- January – Immediate rollout of social media cover graphics
- March – September – Digital banner campaign
- May – October/December – Facebook Campaign
- June – September – Corpus Christi Ride-In Theater Sponsorship
- June – November – Hop Corpus Sponsorship
- July – December – Regional Transportation Authority bus wraps
- November – December – La Palmera Mall Elevator Wraps

By strategically stacking media at different times of the year, Port Corpus Christi was able to garner the best traffic and audience year-round. In addition to paid media, Port Corpus Christi embraced the People Move Our Port branding for all community sponsored and Port employee events. These included print ads, t-shirts, caps, and other promotional items.

Staffing
The team consisted of: Director of Communications, Mixed Media Specialist, Graphic Designer, Project Manager, and Media Buyer.

The website was developed and maintained by the Port’s advertising agency.
5. The Outcome

The goal of the campaign was to increase community awareness of the positive impacts of the Port’s growth. Port Corpus Christi was able to reach an incredible number of people with a limited budget.

**Media Reach**

- Online Banner Ads: 7,005,770 impressions
- Facebook Ads: 80,114 impressions
- Facebook Video Views: 60,691
- Facebook Video Reach: 106,253
- Hop Corpus: 76,800 riders/views
- La Palmera Mall Escalators: 2,690,000 views
- Ride-In-Theater: 2,000 audience viewers
- RTA Bus Wraps: 6,700,000 views

Cost per impression for all media was less than 1¢.

**Facebook Growth**

The main objective of the campaign was to create a communication channel for the Port by increasing Facebook likes 350% to 1,000. At the end of year one the Port reached 3,227 likes. This 1,317% increase far exceeded social media growth expectations.

32% of the Facebook fans are Millennials, the second target audience.

**Facebook Activity**

Port Corpus Christi’s Facebook page continues to grow. Current likes have reached 4,469, an increase of 1,995% since the campaign launched.

**Website Activity**

The peoplemoveourport.com website garnered 25,073 page views, 26% of the traffic generated from online ads. 72.4% of the visitors were new which told us that we were reaching an untouched audience. Although the Port only displayed ads in the Corpus Christi DMA the top three visiting countries were the U.S., Canada, and Brazil.

connect with us: portofcc.com
Anecdotal Feedback
Throughout the campaign, Port Corpus Christi used the hashtag #peoplemoveourport. A search of the hashtag shows adoption of the Port's campaign within community posts (Yay!). While metrics and Facebook growth are of significant importance in realizing the success of this campaign one of the most precious outcomes was seeing the community embrace the campaign.

Kailo Communications Studio at Congressman Solomon P. Ortiz International Center.
August 19, 2015 - Corpus Christi
#PeopleMoveOurPort presentation by Board Chair Judy Hawley at the Corpus Christi Hispanic Chamber of Commerce State of the Port. Thanks to sponsor, M&G, Chemicals, for lunch!

FOXP2Go @LParadaValdes 8/20/15
The Best Class Ever!!! LCC 43.
#peoplemoveourport instagram.com/p/
6m_zu

CC Regional Transit @CCPublicTra... 8/19/15
Glad to see the Port of Corpus Christi doing so well in the State of the Port @OrtizCenter #peoplemoveourport

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$1.5 billion
TPCO represents the largest single investment from a Chinese company in U.S. history.

$1.1 billion
investment from Italian company M&G Group.

$740 million
investment from Austrian Company voestalpine.

4,000
volunteer hours from CITGO employees annually!

$4 billion
in salaries flow through the Corpus Christi ship channel.

66,502
jobs flow through the Corpus Christi ship channel.
FACEBOOK VIDEO ADS
View at: peoplmoveourport.com/ads