



**PORT
EVERGLADES**
BROWARD COUNTY • FLORIDA

Perfectly Positioned Advertising

Category 3



A World-Class Welcome

Deliver the cruise port experience preferred by discerning travelers, from effortless access through FLL and modern terminals to exceptional pre- and post-cruise diversions in Greater Fort Lauderdale. We'll pamper you, too, with a warm welcome through our Harbormaster Office, concierge-style service by our dedicated cruise team and fully scalable amenities all available 24/7.

We make it easy.



PortEverglades.net

Perfectly Positioned

As one of the top ports in the world and located at the confluence of South Florida's Atlantic shipping lanes, airways, railways and highways, we are your unrivaled connection to global markets.

We'll take it from here.

PORT
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PortEverglades.net

After five years, it was time to update Port Everglade's advertising campaign. Timing was ideal because a new advertising agency, Aqua, was hired through a competitive bid process and their creative staff was eager to learn all they could about Port Everglades to develop a new campaign. They started with research that revealed that our greatest strength was also our greatest weakness.

Location, Location, Location

The challenge was to define where the port is actually located – in Florida, but not in the Everglades.

The opportunity was to present a new look and brand that highlights the benefits of our location in Greater Fort Lauderdale. Port Everglades is in the heart of one of the top consumer markets in the world and close to the Caribbean and Latin America, which is a benefit for cruise and shipping lines.



Challenge & Opportunity

Port Everglades works creatively and competitively to expand the revenue positions of our trade, cruise and energy customers, which in turn creates economic social and environmental value for our community.

- *Perfectly Positioned -- The cargo advertisement were designed to highlight the port's intermodal strengths and diversity by featuring a ship, plane, truck and train. The copy addresses Port Everglades competitive location.*
- *Very Warm Welcomes -- The cruise advertisement highlights the destination of Greater Fort Lauderdale by featuring a couple having a romantic picnic on an iconic section of the beach while a cruise ship sails on the horizon. It also speaks to our focus on luxury cruise ships.*
- *The community ad focuses on the port's three pillars strength, resiliency and sustainability.*



Mission to Plan

Several methods were employed during the research phase.

- Focus groups – Cruise and Cargo customers
- Online surveys – All port customers, hospitality partners from the Broward County Convention & Visitors Bureau, purchased lists of residents/consumers
- One-on-one interviews with our customers
- Customer satisfaction surveys that the communications staff conducts annually
- Employee survey
- We also queried our Business Development and senior staff about their favorite ads from other ports around the world.



Planning & Programming



- The research indicated that the port should change its name to Port Lauderdale to better reflect its location adjacent to the city of Fort Lauderdale. But some high-profile community leaders felt a historical attachment to the name and pointed out that the port has seen significant success under the Port Everglades name.
- Everyone agreed, however, that it was time to update the brand to separate the port from the Everglades and highlight the port's strengths.
- Our old campaign featured a water theme with images - anchor, alligator, ship, compass – stylized in blue water. We wanted to evolve from the prior campaign to a new campaign that also included a water theme.
- For the cargo ads, the research showed that we should highlight our intermodal diversity and trade location.
- For the cruise ads, we needed to incorporate the Greater Fort Lauderdale destination and the ease of traveling to the port.

Actions & Outputs

Perfectly Positioned



As one of the top ports in the world and located at the confluence of South Florida's Atlantic shipping lanes, airways, railways and highways, we are your unrivaled connection to global markets.

We'll take it from here.



PortEverglades.net



Cargo Ad



A World-Class Welcome

Deliver the cruise port experience preferred by discerning travelers, from effortless access through FLL and modern terminals to exceptional pre- and post-cruise diversions in Greater Fort Lauderdale. We'll pamper you, too, with a warm welcome through our Harbormaster Office, concierge-style service by our dedicated cruise team and fully scalable amenities all available 24/7.

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PortEverglades.net



Cruise Ad



Cost and Results

A new print and digital advertising campaign was launched in January 2023. New ads will be developed to compliment the existing ads for cargo and cruise.

Recommendations based on research:

- Industries – cargo and cruise – are vastly different and the branding should be distinct to each
- While branding will be distinct, we need to incorporate similar elements for overall branding such as color, logo, design presentation, etc.
- Position the port geographically
- Cargo strengths: A leader in shipping. Strategically located. Efficient system of intermodal connectivity. Efficient and cost effective.
- Cruise strengths: Cruise experience is easy, convenient and fulfilling. Easy access by air, highway or rail. Hassle-free cruise port. Popular tourist destination.



Cost and Results

Cargo Personality

- Efficient and buttoned down
- Positive and forward-moving
- Upbeat
- Diverse
- The Leader

Cruise Personality

- Upbeat and fun
- Friendly and warm
- Inviting and welcoming
- Helpful and assuring



Cost and Results

Print Ad Results Based on Research Recommendations:

- Cargo ad features a ship, truck, train and airplane with a compass rose at the center to portray intermodal diversity. The headline “Perfectly Positioned” and the copy addresses the port’s superior location.
- Cruise ad features a couple having a romantic picnic on Fort Lauderdale Beach with a cruise ship on the horizon. The headline “A World-Class Welcome” and the tagline “We Make It Easy” address the port’s strong focus on customer service and the ease of traveling to the port.

Total advertising cost for media buys from January through June is estimated at: \$251,231.50 (Net)

Total projected impressions from January through June are: 18,175,694



PORT EVERGLADES

BROWARD COUNTY • FLORIDA

STAY CONNECTED

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26° 05.5' North Latitude · 80° 04.8' West Longitude