



2021 AAPA LIGHTHOUSE AWARDS – COMMUNICATIONS

Classification #6: Miscellaneous

2020 Holiday Greeting

2020 Holiday Greeting

Summary

The Port of Long Beach's much-anticipated October 2020 grand opening of a magnificent new bridge and the January 2020 introduction of a new Port of Long Beach logo provided inspiration for the design of the print and digital versions of the Port of Long Beach 2020 Holiday Greeting. The 2D printed card delivered both traditional holiday greetings as well as a hopeful message to an industry greatly affected by the COVID-19 pandemic. Thousands were mailed to customers, maritime and supply chain partners, government officials, vendors and media professionals and others, and thousands more viewed a fun, animated digital version, shared on the Port's website and social media. With the magic of animation, utilizing a "constellation" motif inspired by the lights that illuminate the new bridge at night, the bridge lights "shape-shift" to form a sea lion, then a ship, a train and a truck before reforming into the bridge and then forming the Port's new logo. The Holiday Greeting was produced on time and within budget.



The Port of Long Beach

1

Communication Challenges and Opportunities

The Port of Long Beach is the Port of Choice – the premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety, environmental stewardship and sustainability. As the second-busiest container seaport in the United States, the Port serves 175 shipping lines with connections to 217 seaports around the world, handles trade valued at \$200 billion annually and supports 2.6 million trade-related jobs across the nation, including more than 575,000 in Southern California. Goods moving through the Port of Long Beach reach every U.S. congressional district.

The Port of Long Beach prides itself on its top-notch customer service, state-of-the-art infrastructure and operational excellence, and in both 2019 and 2020 industry leaders named it “The Best West Coast Seaport in North America.” In 2020, the Port handled 8.1 million container units, the busiest year in its history. Founded in 1911 with a single municipal dock at the mouth of the Los Angeles River, today the Port encompasses 3,200 acres with 35 miles of waterfront, 10 piers, 80 berths and 70 gantry cranes. More than 40

percent of seaborne cargo that enters the United States passes through the neighboring San Pedro Bay ports of Los Angeles and Long Beach, and the complex handles more containers per ship call than any other port complex in the world. The five-member Long Beach Board of Harbor Commissioners, appointed by the mayor and confirmed by the City Council, is responsible for setting policy for the Port of Long Beach and managing the City’s Harbor Department. Mario Cordero, a former Harbor Commissioner, then Chairman of the Federal Maritime Commission under President Barack Obama, has served as Executive Director of the Port of Long Beach since 2017.

Each year, as part of an overall communications outreach campaign, the Port of Long Beach Communications and Community Relations Division designs a Holiday Greeting that reflects milestones of the past year; in 2019 the Port highlighted the move to a new Port Administration Building at the new downtown Long Beach Civic Center. For 2020, although the COVID-19 pandemic affected every aspect of Port operations, there

were still major accomplishments to be celebrated. The two chosen to be interpreted in both print and video format for the 2020 Holiday Greeting were the grand opening of what has come to be known as the “Bridge to Everywhere” – the replacement for the Gerald Desmond Bridge – and the unveiling of the Port’s new logo.

The replacement for the Gerald Desmond Bridge has been one of the Port’s hallmark infrastructure projects – and, after nearly a decade, including seven years of construction, the \$1.5 billion span opened to traffic in October 2020. The new bridge is wider, safer and has a clearance 50 feet higher than the span it replaces, which will allow today’s larger ships into the Port’s Inner Harbor. As construction concludes, bike and walking paths, as well as observation platforms, will open atop the bridge. With towers that rise 515 feet, the new bridge is now a landmark on the San Pedro Bay-area skyline; it is especially dramatic at night with the towers lit by a spectacular, programmable, multicolored LED light display, which premiered in December 2020 following the bridge grand opening.

The Port’s new logo, unveiled in January 2020, is a major change from the elaborate design that was in place at the Port for approximately 15 years, which included the tagline, “The Green Port.” While the Port remains firmly committed to its longtime position as a national and worldwide leader in environmental protection and sustainability, changing the tagline with the updated logo to “The Port of Choice” switches the primary focus to operational excellence and customer service. The new, easily adaptable logo features a rectangle with a box inside that can be interpreted as a shipping container (the Port’s primary cargo) or a check mark (for excellent service) and with a broken outside border (referencing thinking “outside the box”).

The challenge for the Port of Long Beach Communications and Community Relations Division was to successfully translate both of these features into a Holiday Greeting to distribute to a wide variety of Port stakeholders in both print and video format.

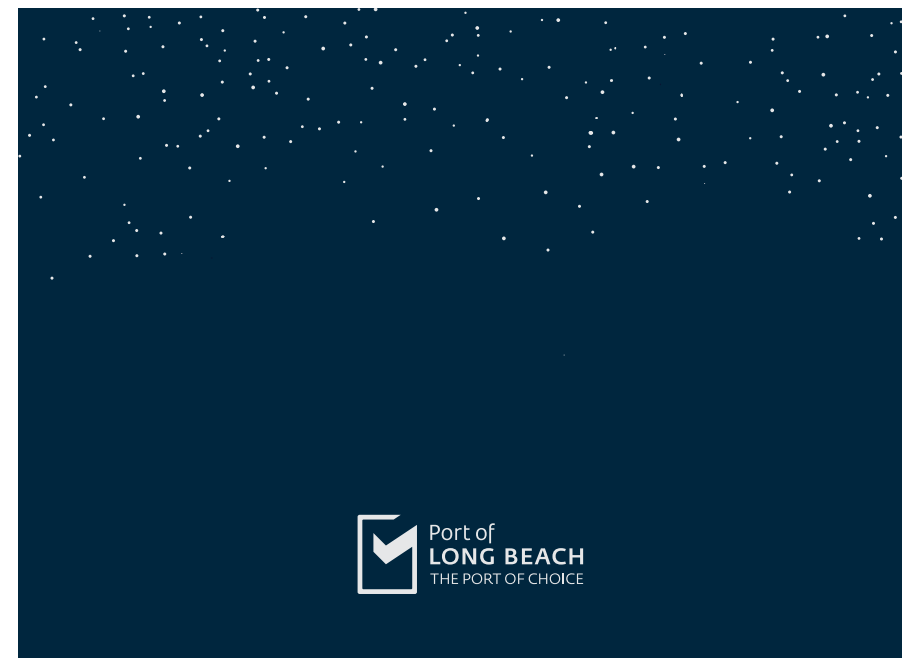
2 Complementing the Overall Mission

To accomplish the Harbor Commission's goal of providing open channels of communication between the Port and its various constituencies – a goal shared by Long Beach City leaders and Harbor Commissioners, Port executive management and

staff – the Port of Long Beach Communications and Community Relations Division implements a comprehensive annual campaign to reach all of its critical target markets.

This campaign includes advertising and publicity in traditional and web-based media, social media, plus extensive educational outreach, community sponsorships, industry conferences and outreach to customers, Port stakeholders and the local community.

The much-anticipated opening of the new bridge and the Port's new "look" provided the Communications and Community Relations team with excellent fodder for creating the 2020 Port of Long Beach Holiday Greeting.



Holiday Greeting Card
Artwork

3

Planning and Programming Components

Goal

- The goal for the 2020 Holiday Greeting from the Long Beach Board of Harbor Commissioners and Port Staff was to not only celebrate the Holiday Season, but also to commemorate the opening of one of the Port's largest infrastructure undertakings, the Gerald Desmond Bridge Replacement Project, as well as to enforce that the Port of Long Beach had updated its brand and was not only open for business during the pandemic, but thriving and continuing its tradition of excellent customer service.

Objectives for the 2020 Holiday Greeting

- Produce a unique printed version of the Holiday Greeting, suitable for display, to be distributed to stakeholders via U.S. Mail;
- Produce a unique animated version of the Holiday Greeting suitable for electronic distribution to stakeholders via the Port's website and popular social media sites;
- Incorporate into the design the Port's new logo and newly opened bridge, emphasizing the beauty of the illuminated bridge at night;
- Incorporate in the text a message that acknowledged the COVID-19 pandemic without dwelling on the negative;
- In the animated version, take the opportunity to link the bridge and logo to the Port's overriding commitment to the environment;
- Complete the project on time and within a project budget of \$9,000 for the printed version and \$1,500 for the social media version;
- Track social media viewership and reaction to the 2020 Holiday Greeting.

Target Audiences

- Port customers
- Maritime and supply chain partners
- Government officials
- Media professionals
- Port contractors and vendors
- Port social media followers/local community



Holiday Greeting Card
Printed with Silver Foil

4 Actions Taken and Communication Outputs Used

Printed Version

https://thehelm.polb.com/download/165/articles-miscellaneous/12106/polb_holidaycardcomps11_4_2052.pdf

In past years, the Port of Long Beach Communications and Community Relations Division has produced complicated 3D Holiday Greetings that can be assembled by the recipient; this year, knowing that many people were working outside their offices and taking into consideration the strains on the postal system during the COVID-19 pandemic with increased delivery times, a simpler design was selected. A 2D printed card was designed featuring the new bridge lighted at night, the Port's new logo and a holiday message of hope. All creative work on the printed Holiday Greeting was done in-house.

The Holiday Greeting is printed on double-sided (blue/white) matte card stock and trimmed to 7" x 10", then scored and folded down to fit a 7.25" x 5.25" silver envelope with the mailing

address, return address and Port logo printed in navy blue.

The exterior of the card is navy blue, printed with a raised silver foil design that includes a night sky with stars, the new bridge, an outline of the new logo and "Happy Holidays" on the front and the new logo with tagline on the back. The message, signature and logo are printed on the white interior of the card in navy blue with a turquoise accent on the logo. The interior copy, gently referencing the COVID-19 pandemic, reads:

*Wishing you and yours a safe 2021.
May you reach all your destinations
safely and in good health!
Have a prosperous and joyous New Year*

*From Harbor Commissioners,
Executives and Staff*

*(Logo)
Port of Long Beach,
The Port of Choice*

Queen Beach Printers, the Long Beach vendor for the project, printed, assembled, addressed (from a mailing list provided by the Port), stamped and mailed 2,000 cards the week of Dec. 7, 2020, for a total cost of about \$8,600.

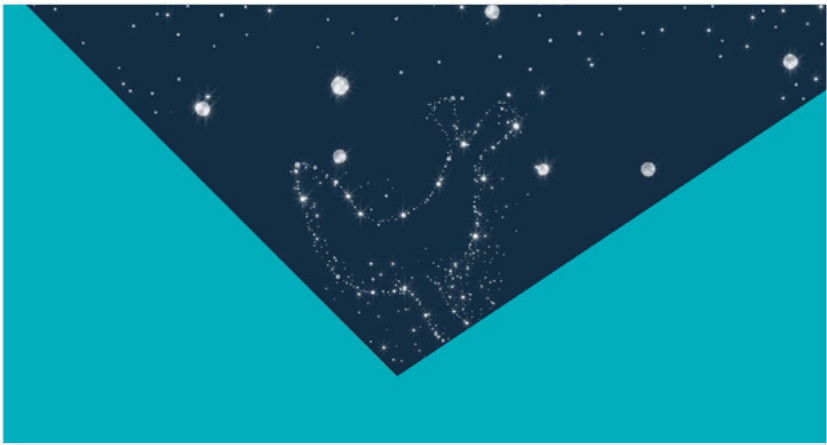
Digital Animated Version

<https://polb.com/community/happy-holidays/#holiday-card> or
<https://vimeo.com/486588731>

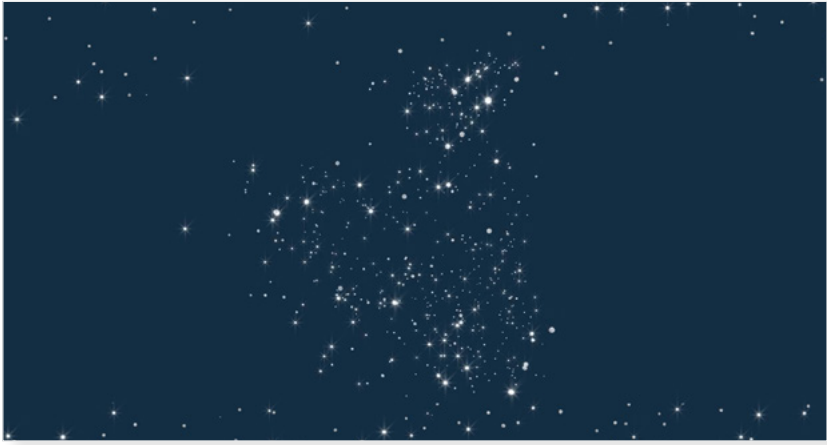
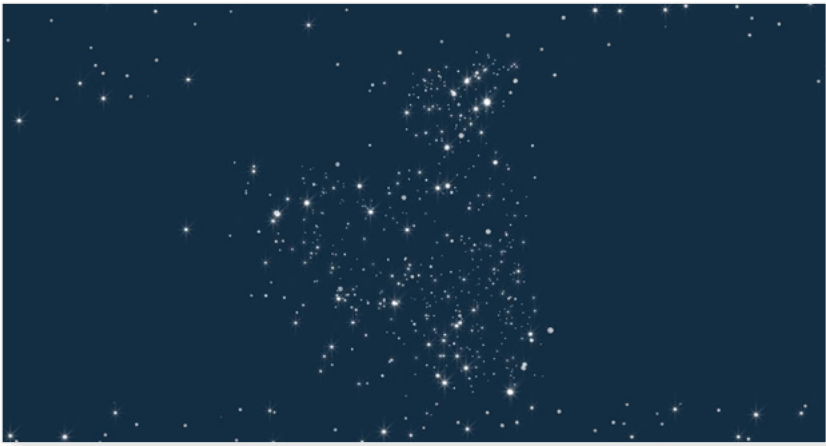
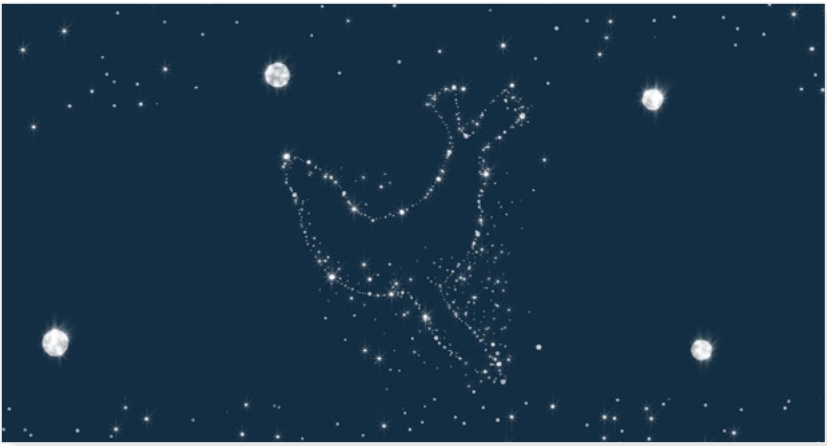
The 40-second 3D animated version with background music was an expansion of the creative developed for the 2D printed version. With the magic of animation, utilizing a "constellation" motif inspired by the lights that illuminate the bridge at night, the bridge lights "shape-shift" to form a sea lion, then a ship, a train and a truck before reforming into the bridge and then forming the Port's new logo, offering a nod to the supply chain and linking the Port's overall environmental commitment to its business commitments and infrastructure projects.

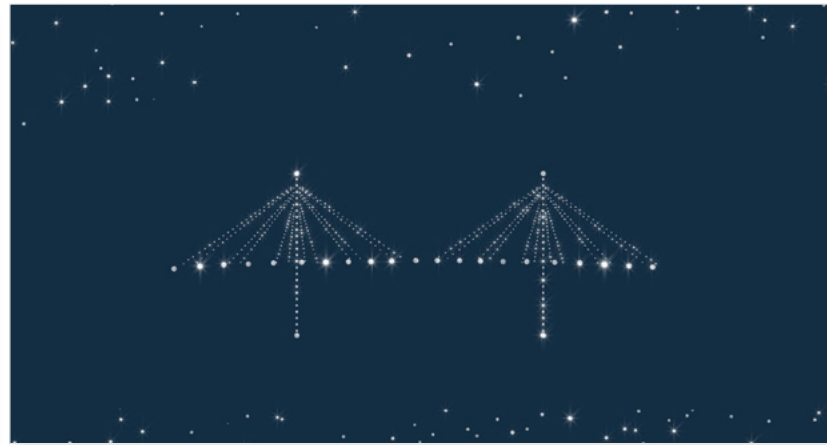
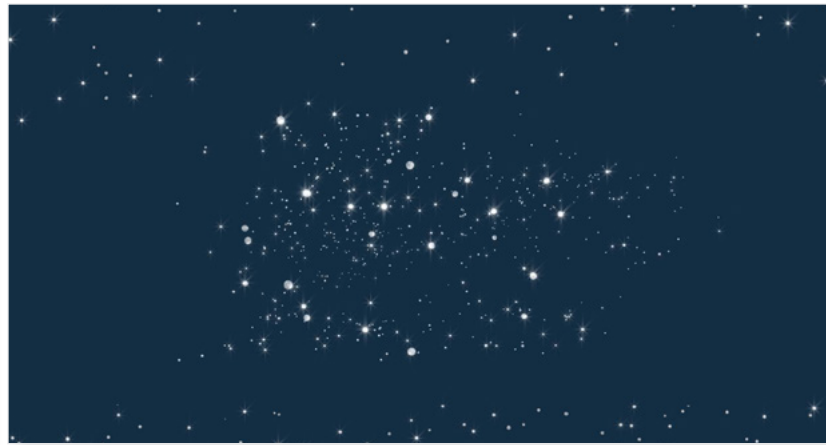
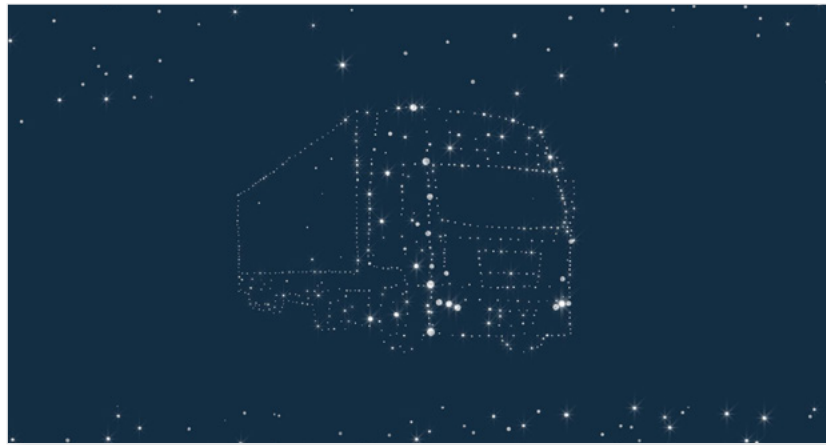
As with the printed version, the initial art and copy were created in-house. The Port team collaborated with the BLADE agency on the final theme, whimsical animation and music. Due to the COVID-19 pandemic, the Port wanted to deliver an uplifting and cheerful holiday greeting, which was reflected in the text. Total cost was \$1,540.

The animated Holiday Greeting was shared on Instagram, Facebook and Twitter. It was also shared with all Port divisions on Dec. 14, 2020 via email template; the divisions could then email the Holiday Greeting directly to customers and stakeholders with personal messages.

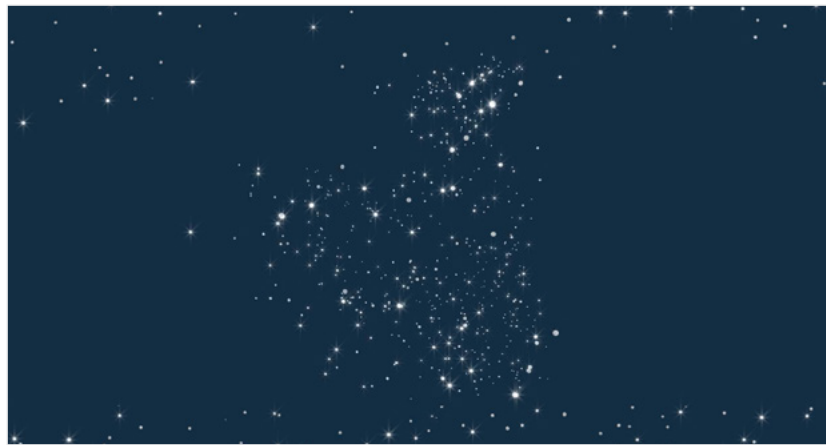


Digital Animated
Holiday Greeting
Video Clips
[https://polb.com/
community/happy-
holidays/#holiday-card](https://polb.com/community/happy-holidays/#holiday-card)
[https://vimeo.
com/486588731](https://vimeo.com/486588731)





Digital Animated
Holiday Greeting
Video Clips
[https://polb.com/
community/happy-
holidays/#holiday-card](https://polb.com/community/happy-holidays/#holiday-card)
[https://vimeo.
com/486588731](https://vimeo.com/486588731)



5 Communications Outcomes and Evaluation Methods

All objectives were achieved for the Port's 2020 Holiday Greeting. The Holiday Greeting was well received, and both the printed and animated versions were produced and released on time and within budget.

Social Media Results – digital version:

Instagram:

- Likes: 42
- Reach: 1,472
- Impressions: 1,545
- Views: 347

Facebook:

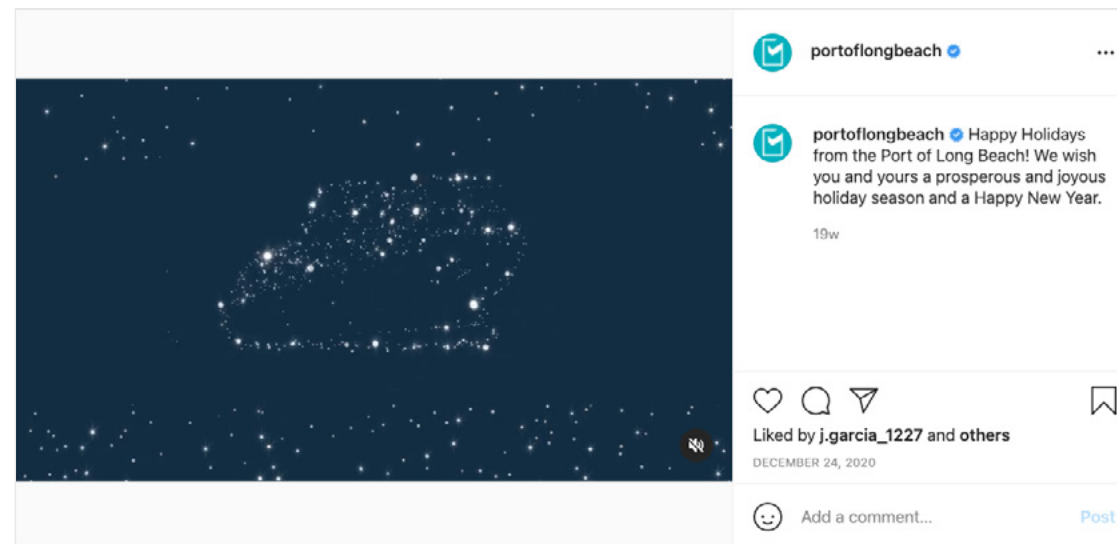
- Reactions: 19
- Views: 190
- Reach: 849

Twitter:

- Engagements: 62
- Impressions: 1,699
- Views: 238

Video on Port of Long Beach website – polb.com (what people received who were emailed the greeting)

- Impressions: 1,766



Comments

"Every year, including those years when I wasn't working at the Port, I look forward to receiving this Holiday Greeting. They're so creative, and the addition of a digital version makes them even better. And I've received so many positive comments. Nice work, everyone!"

- Mario Cordero, Executive Director, Port of Long Beach

"This is always a fun project for the Communications team. This year, it was especially important to send a hopeful, light-hearted message due to the impact of COVID-19 on our entire industry. We all needed something to brighten our day. I think this fanciful greeting accomplished that while still telling the Port of Long Beach story."

- Kerry Gerot, Director, Director of Communications and Community Relations, Port of Long Beach

"Y'all are off the chain with this one! Great work! I distributed it to all my contacts, and they loved it."

- Stacey Lewis, Director of Human Resources, Port of Long Beach

"This Holiday Card is spectacular and fabulous!!! Beautifully executed and made me happy and proud to be working with such talent and our Port of Choice!!! Very Well Done!"

- Sandy Witz, Assistant Director of Human Resources, Port of Long Beach

"I don't celebrate the holidays due to religious reasons, BUT... you did an AMAZING JOB. Wow factor is here. Thank you for your creative minds."

- Kymberly Clay, Leave Management Administrator, Human Resources, Port of Long Beach

"Just wanted to say FANTASTIC job on the virtual holiday card for this year!!"

- Charles Workman, Administrative Aide II, Human Resources, Port of Long Beach

"I've been collecting the Port's delightful and decorative holiday greeting cards for years. They always stand out. This year's card wasn't as fancy as some years, but it was especially meaningful because it represented the grand opening of the new bridge – that I have been watching under construction for years from my downtown Long Beach office – and the Port's new logo. These little pieces of art and Port-history-in-the-making have pride of place on my bookshelves and the animated versions are wonderful, too."

- Lovetta Kramer, Kramer Communications

Links

Holiday Greeting –
Print Version

https://thehelm.polb.com/download/165/articles-miscellaneous/12106/polb_holidaycardcomps11_4_2052.pdf

Holiday Greeting –
Digital Animated Version

<https://polb.com/community/happy-holidays/#holiday-card> or
<https://vimeo.com/486588731>

BLADE creative deck

https://thehelm.polb.com/download/165/articles-miscellaneous/12105/polb_holiday-2020_2_.pdf

Follow the Port of Long Beach:



The replacement for the Gerald Desmond Bridge, inspiration for the design of the 2020 Holiday Greeting.