



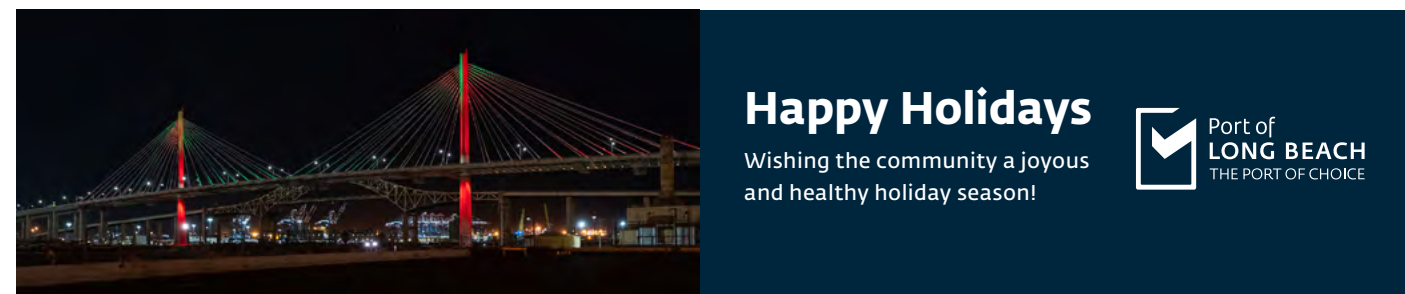
2021 AAPA LIGHTHOUSE AWARDS – COMMUNICATIONS
CLASSIFICATION #1 - ADVERTISEMENTS

**'Happy Holidays' –
Single Ad Featuring Lighted 'Bridge to Everywhere'**

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Summary

The Port of Long Beach Communications and Community Relations team reached out to the local community to wish them "Happy Holidays" with full-page advertising in the local Gazette newspaper. The full-color ad, with accompanying banner ad, was created in-house and featured a striking image of the new "Bridge to Everywhere" that opened to traffic in October 2020, illuminated with colorful red and green holiday lighting. The copy gracefully addressed the challenging year just concluding with a message of hope and goodwill for a brighter 2021.



7 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, leading a team of 500.

An important element of achieving Port of Long Beach goals as a primary economic engine for the city is an annual plan to increase understanding of Port operations and opportunities through open communication with the local community. Traditionally, the Port provides in-person opportunities to explore the Port by boat on free summer harbor tours, at sponsored events hosted by local organizations, at events where Port speakers share the Port’s story, and at a wide variety

of other family-friendly events year-round.

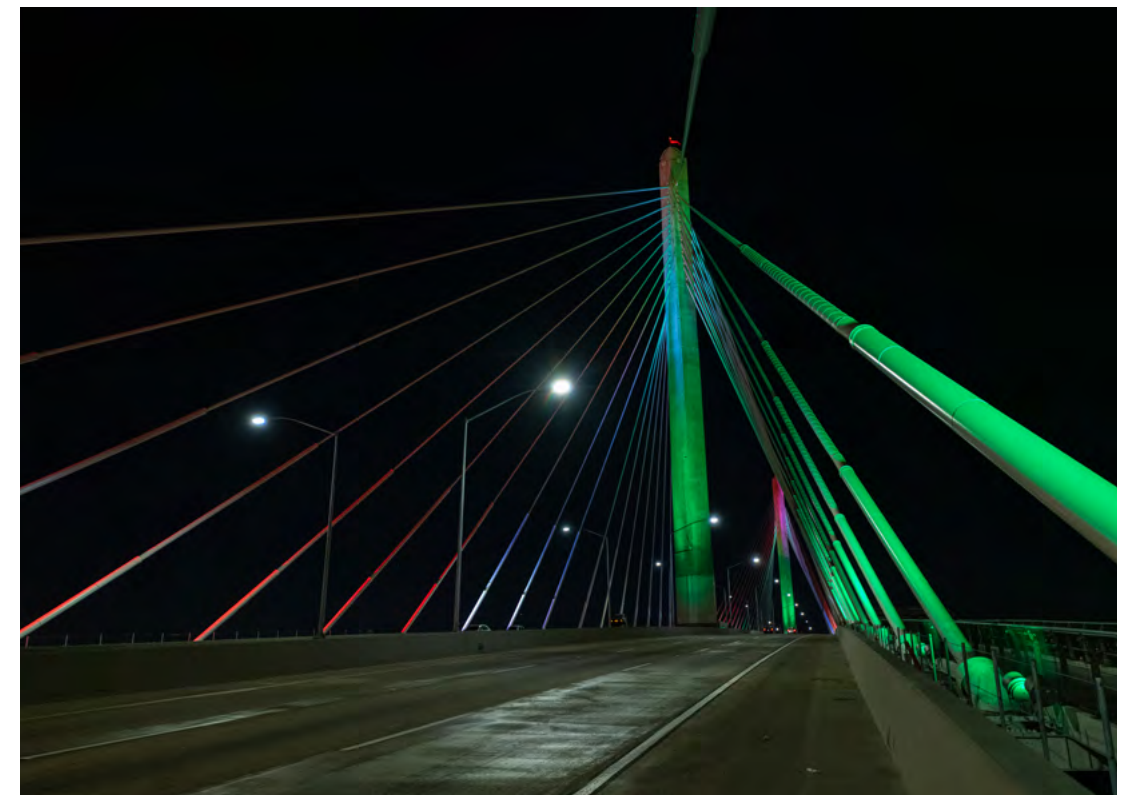
Due to the COVID-19 pandemic, all public gatherings were canceled, and the Port of Long Beach Communications and Community Relations Division was charged with continuing the Port’s important community outreach efforts without being able to connect with the community in person. To meet this challenge, an increased presence in the Port’s advertising and social media outlets has been especially effective.

The immediate challenge for the Communications team was to produce a holiday ad for advertising and social media placement that would relay a variety of important messages:

- In a graceful nod to the impact of COVID-19, the Port extends holiday wishes for a brighter 2021;
- The Port is open and operating, in fact thriving, during the pandemic;
- Vital goods are continuing to move to and from market, thanks to the efforts of the essential workers of the supply chain;

- The Port and the community are celebrating the completion, grand opening and lighting of the new “Bridge to Everywhere,” one of the Port’s signature infrastructure improvement projects.

The further challenge was to create this ad within the confines of the Port’s standard advertising “template,” featuring one dramatic photograph that would “do most of the talking,” overlaid with very limited text.



2 Complementing the Overall Mission

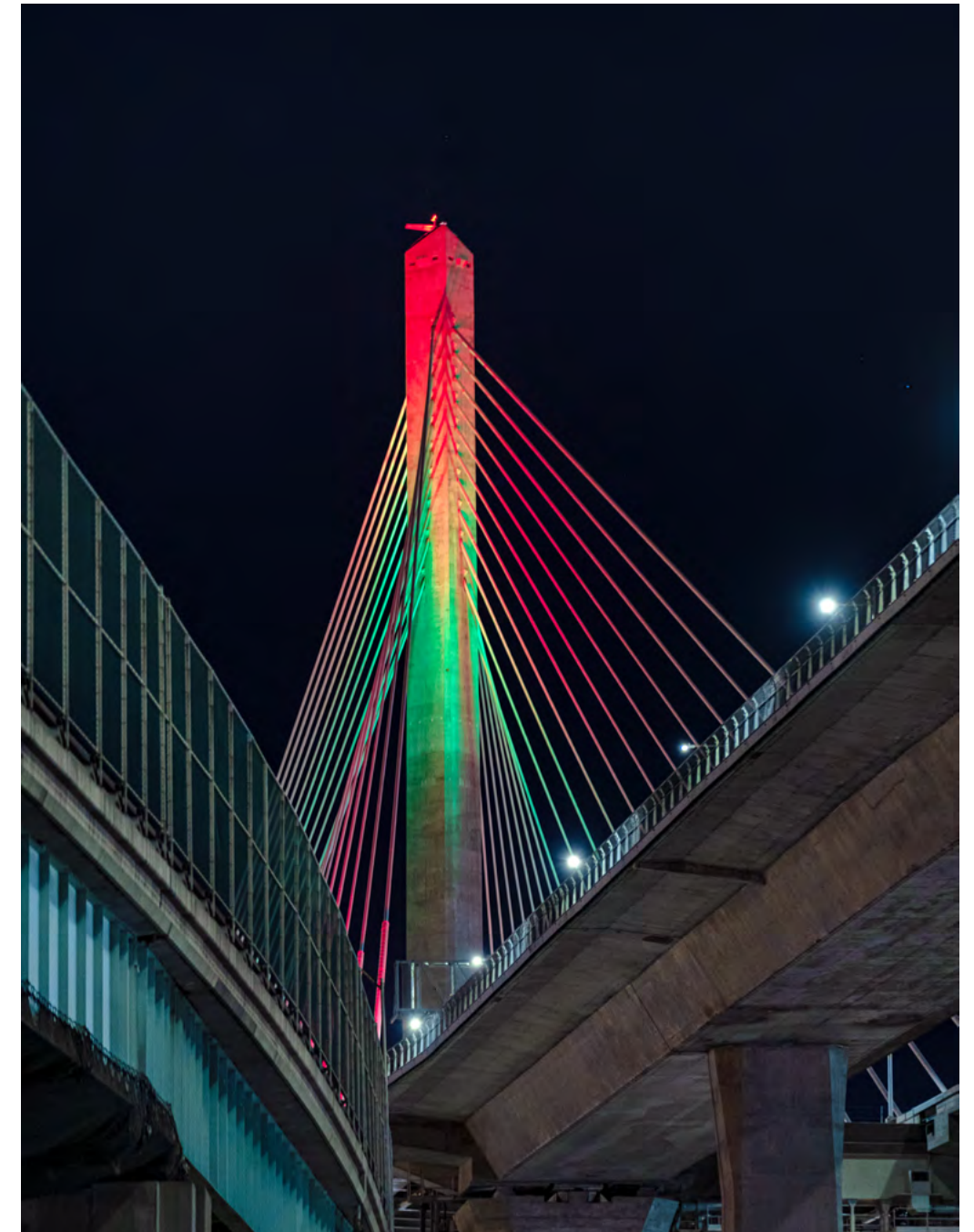
The Port of Long Beach makes an ongoing effort to support community and educational activities, detailed in a Community Outreach Plan, that provide the opportunity to increase community understanding of Port programs and operations.

The Port serves the City of Long Beach as a primary economic engine and considers it a top priority to keep the community informed about Port activities that contribute to meeting the six goals set by the Board of Harbor Commissioners in the most recent version of the Port's Strategic Plan, updated and released in April 2019:

- Strengthen the Port's competitive position through secure and efficient movement of cargo while providing outstanding customer service;
- Maintain financial strength and security of assets;
- Develop and maintain state-of-the-art infrastructure that enhances productivity and efficiency in goods movement;
- Improve the environment through sustainable practices and the reduction of environmental impacts from Port operations and development;
- Broaden community access to Port-related opportunities and economic benefits;
- Attract, develop and retain a diverse, high-performing workforce.

The Gerald Desmond Bridge Replacement Project – temporarily and informally called “The Bridge to Everywhere” until it is permanently named by the state Legislature – is clearly a major element in meeting the state-of-the-art infrastructure goal, and promoting its grand opening and lighting features to the local community shows the Port's success in completing a major project, even during a pandemic.

The Port's messaging in this advertisement also relates to two other goals of the Plan: “Strengthen the Port's competitive position through secure and efficient movement of cargo while providing outstanding customer service” and “Attract, develop and retain a diverse, high-performing workforce.” During the COVID-19 pandemic, the Port of Long Beach remained in operation, moving vital goods, including medical and personal protective equipment, to destinations throughout the nation. This predictability and stability are key to keeping our local, regional and national economies on an even keel, and repeating the message that the Port is open for business is important to all our stakeholders. Thanking our workers for their efforts during a difficult and dangerous time is also vitally important, especially during the holiday season.



'Bridge to Everywhere' illuminated at night

3 Planning and Programming Components

Goal

Engage the local community with a colorful, festive advertisement celebrating the holidays while delivering the Port's core messages.

Objectives

- Wish the local community and Port stakeholders a happy and safe holiday season during a time of uncertainty;
- Reinforce the message that the Port of Long Beach is open for business, moving vital goods to market and continuing capital improvement programs;
- Thank essential Port workers for their continuing efforts during the COVID-19 pandemic;
- Celebrate the opening of the new Bridge to Everywhere, a beautiful new addition to the Long Beach skyline;
- For brand continuity, follow the Port's established and effective advertising format that features photographic images with minimal copy followed by the Port logo and tagline;

- Also use the photo and message of the Happy Holidays in social media outlets;
- Track results.

Target audiences

- Long Beach community members
- Port and City stakeholders and customers
- First responders
- Harbor Department employees and contractors including bridge construction and lighting crews, longshore, warehouse and trucking workers



The new 'Bridge to Everywhere' has replaced the Gerald Desmond Bridge just behind it

4 Actions Taken and Communication Outputs Used

Overview

As part of a plan to reach out to the Long Beach community during the holiday season, the Port of Long Beach Communications and Community Relations team created a full-page, full color ad, accompanied by a smaller banner ad, to be published during the holiday season in both print and web-based media.

Media

Since the pandemic began and in-person outreach was curtailed, the Port has stepped up insertions in local print and web-based media to help fill the gap. This includes weekly insertions in the Gazette Newspaper, a weekly tabloid with a free print circulation of 52,000 in Long Beach. The “Happy Holidays” ad was placed in the Dec. 24 edition. The Web version contained a link to the Port’s website: www.polb.com.

Placement

The two-part, full-color Happy Holidays ad included a front-page, bottom banner measuring 10” x 2” heralding the full-tabloid-page ad on the back page. Banner copy was abbreviated from the full-page ad copy.

Print tabloid full back page	10” x 13.5”
Print front page banner	10” x 2”
Web banner ad	728px x 90px
Web ad	320px x 90px

Also, although the ad itself was not featured on Port of Long Beach social media platforms (Twitter, Facebook, Instagram, LinkedIn), a similar photograph was featured on Dec. 25 with the same Happy Holidays message.

Creative

The Happy Holidays ad featuring the lighted bridge was designed, written and placed by the in-house Port of Long Beach Communications and Community Relations team, featuring photography by one of the Communications Division’s long-time contract photographers, limited text and the Port logo and tagline. The Port maintains an extensive photo archive, dating to the Port’s founding in 1911, and this image will be added to it for future reuse.

Photography

Continuing the Port of Long Beach decision to let stunning photography of the Port do a lot of the talking in advertising and most collateral materials, the Communications team selected a photograph of the new “Bridge to Everywhere” with colorful red and green holiday lighting. The bridge opened to traffic in October and the special programmable LED lighting feature was officially switched on for the first time on Dec. 14, just 10 days before the ad was scheduled to appear. The image also includes the now-dark old bridge, soon to be demolished, in the foreground. Concrete trucks are lined up under the bridge

indicating that improvements are continuing at the Port, and a terminal is in the background with a ship docked next to cranes unloading cargo.

Copy

Happy Holidays

In this challenging year, the Port of Long Beach continues to build and thrive. Our Bridge to Everywhere is open and vital goods continue to move to the marketplace.

Thank you to all our essential workers during this unprecedented time and we wish the entire community a happy and healthy holiday season and a brighter 2021!

Port of LONG BEACH The Port of Choice

Note: For the shorter, banner versions, the copy was dramatically reduced to include the headline, the logo and tagline with just one line of text, or none at all.



Grunion Gazette : Print front page banner (10" x 2"), Print tabloid full back page (10" x 13.5")



Front Cover Ad Copy (Left)
 Wishing the community a joyous and healthy holiday season!

Port of LONG BEACH
The Port of Choice

Back Cover Ad Copy (Right)
 Happy Holidays

In this challenging year, the Port of Long Beach continues to build and thrive.

Our Bridge to Everywhere is open and vital goods continue to move to the marketplace.

Thank you to all our essential workers during this unprecedented time and we wish the entire community a happy and healthy holiday season and a brighter 2021!

Port of LONG BEACH
The Port of Choice

5 Communications Outcomes and Evaluation Methods

The two-part Happy Holidays ad featuring the lighted Bridge to Everywhere was successfully placed in the Dec. 24 edition of the Gazette newspaper, which has a free circulation of 52,000 throughout Long Beach.

On the gazettes.com website, for the week of Dec. 24, 2020 - Jan. 1, 2021, the web versions of the ad received:
728x90 version: 4,467 impressions
320x90 version: 7,193 impressions

Social Media

On the Port's social media platforms, the post of a similar photo on Dec. 25 received:

Facebook

- Impressions: 1,581
- Reach: 1,545
- Reactions: 94

Instagram

- Reach: 4,487
- Impressions: 4,811
- Likes: 297
- Comments: 1

Twitter

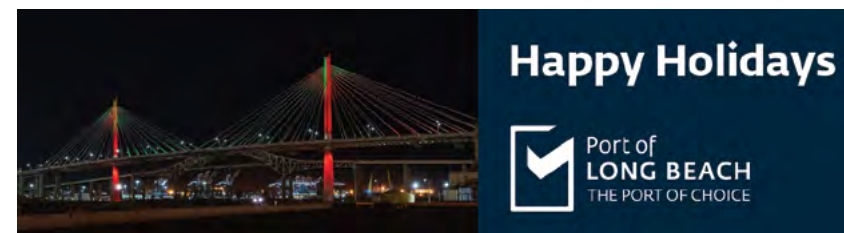
- Impressions: 1,977
- Engagements: 81

LinkedIn

- Impressions: 5,911
- Reactions: 157



Web banner ad (728px x 90px)



Web banner ad (320px x 90px)

Comments

"I can always count on my team selecting the perfect images and writing the exact copy to tell our advertising story, including all the important messages we need to convey. The Happy Holidays ad provided the opportunity for the Port to thank a lot of people, wish our community well and still brag a little about our amazing new bridge. Great job!"

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

"Thank you, everyone at the Grunion is so grateful for the Port's advertising business, it really keeps us afloat in these very difficult times.

"I hope you and everyone at the Port have a very safe and happy Holiday season."

-Simon Grieve, Vice President of Advertising, LA Coastal Press Telegram & Daily Breeze

"We are so fortunate to have a huge photo and video archive at the Port of Long Beach, and to work with outstanding photographers who are continually adding to our stash with amazing images like this bridge shot."

-Jen Choi, Manager of Creative Arts and Design, Communications and Community Relations Division, Port of Long Beach

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