

Why the Brand Image of Your Port **is Critical** to its Success

Rick Hosmer, Partner and Chief Marketing Officer—Klündt Hosmer



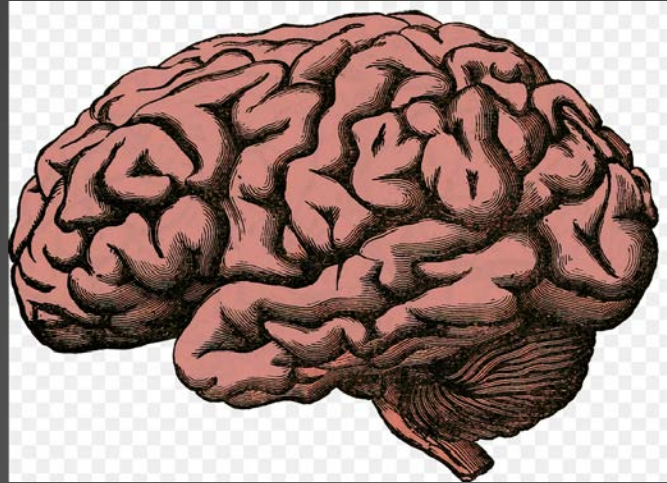


Rick Hosmer

Partner and Chief Marketing Officer

KLÜNDT | HOSMER





The human brain processes what it sees
60,000 times faster than what it reads.



When a **prospect or the public**
sees your port's logo,
signage, brochure, website,
advertisement, or proposal for the first time...



**They make a subconscious decision
about your port...**



in just 3 seconds.



Let's do an experiment.

**Can I have 3 seconds
on the clock please?**





Washington Public Ports Association promotes the interests of the port community through effective government relations, ongoing education, and strong advocacy programs, contributing to strengthening our state's economy and maintaining our quality of life in Washington state.

Currently, there are 75 public port districts in Washington. Large and small, east and west, Washington's ports are active in many different areas of economic development, providing jobs and economic stimulation for their communities.

What did you **see** on screen?



**“Good design reduces mental effort
and makes it easier (for decision-makers)
to take the desired action.”**

**—Nathalie Nahai, BSc Psychology
University of Birmingham, UK**



Is your port's **visual brand**
in alignment?



How do you know?
First, determine criteria.



Setting Brand Communication Criteria

- ✓ What is unique about your port and its infrastructure and services?
- ✓ Where is your port headed in the future? (Vision)
- ✓ What is the climate of your constituents?
- ✓ What type of business do you want to attract?
- ✓ What traits/attributes does your port need to project?

Review Your Brand to the Criteria

- ✓ Port Logo
- ✓ Identity Package/BCs
- ✓ Brochures and Sales Materials
- ✓ Proposal and Contracts
- ✓ Building and site signage
- ✓ Vehicle identification
- ✓ Website
- ✓ Print Advertising
- ✓ Digital Marketing
- ✓ Social Media & Video

**Do your current brand image
and materials communicate
the impression you need?**

(big, small, urban, rural... match to the criteria)



**Line up your logo
and branding materials
with those of your competitors.**



**Based solely on the
impression of these materials,
who would you select?**

(Which quickly conveys the best impression to customers)



Once upon a time...



**“For the first time,
our organization looks
as good as it is.”**



Here's an example
from port client in Moses Lake





PORT OF
MOSES LAKE

GRANT COUNTY INTERNATIONAL AIRPORT
Foreign Trade Zone #203



PORT OF
MOSES LAKE





AT THE CENTER OF WASHINGTON—
AVIATION. MANUFACTURING. TECHNOLOGY.



AVIATION



GRANT COUNTY INTERNATIONAL AIRPORT

As one of the largest airports in the United States, Grant County International Airport is favored for military and commercial flight tests. The facility has available capacity given its 13,503 foot runway and ample FAA regulated airspace for commercial and military use. The airport boasts a celebrated past reaching back to World War II as the Moses Lake Army Air Base and then reopening as the former Larson Air Force Base.



WORLD-CLASS RUNWAYS

Grant County International Airport boasts 240 acres of ramp space and 1 million sq. ft. of facilities within the adjacent industrial park. Commercial and military aviation utilize five, congestion-free runways—one of which is 13,503 feet long.

OPEN AIRSPACE

The FAA tower directs large, dedicated flight zones for commercial, military, and unmanned aerial vehicle use at Grant County International Airport.

- Class D Airspace
- ASR-9 Radar
- Tower controls 5-mile radius and up to 3,000 ft.
- TRACON controls 40 miles and up to 10,000 ft.
- Moses Lake averages 350 days of VFR weather annually—providing excellent flying conditions for flight testing

HANGAR SPACE

The Port of Moses Lake houses 38 tenants, including Boeing, the world's leading aerospace producer. The Port leases hangars in a variety of sizes ranging from over 422,000 sq. ft. to T-Hangers for small aircraft. Please contact the Port of Moses Lake office for more information at 509.762.5363.

AIRCRAFT STORAGE

The airport has over 240 acres of ramp space available at very competitive rates. It can accommodate all types of aircraft for short, medium and long term storage.





SITE SELECTOR



ABOUT THE PORT
RESOURCE CENTER
CONTACT US

日本語



AERONAUTICS

LAND & INFRASTRUCTURE

QUALITY OF LIFE

EMPLOYER INCENTIVES

WORKFORCE

KEY INDUSTRIES

PROJECTS

At the heart of it all

The Port of Moses Lake is located within Grant County, north of the city of Moses Lake and is between Seattle and Spokane, Washington. The Port of Moses Lake was established to promote economic development. The Port operates an airport, industrial park and a foreign trade zone.









Is it time to consider
rebranding your own port?

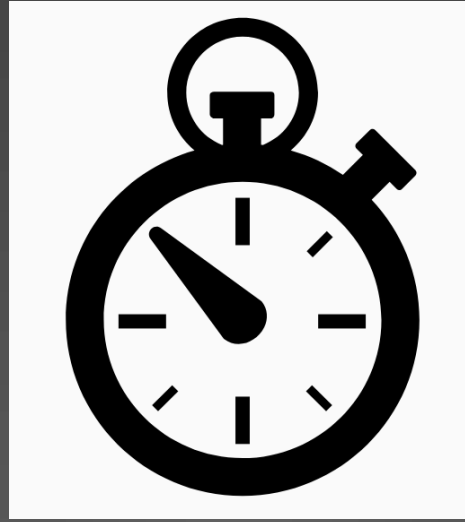


**Would your work be easier
if you gained positive control
of those critical first 3 seconds
of customer engagement?**

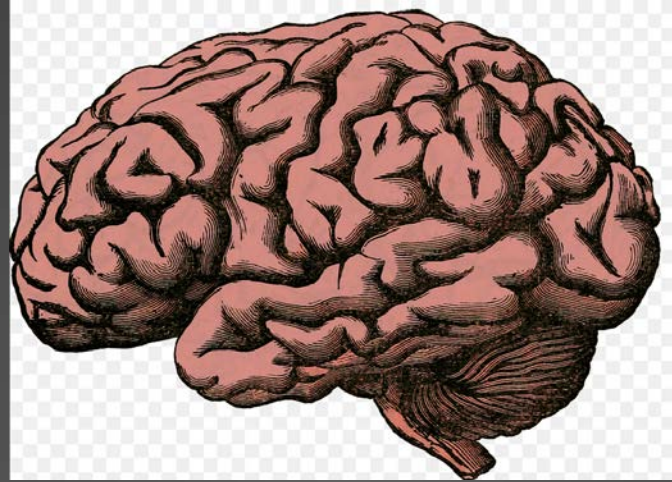


**Would your port's staff, customers,
and relationships be stronger
with a brand that's in alignment
with your port's goals and vision?**





The **first 3 seconds**
of an engagement are yours.



**Make them count
with a more effective brand image.**



Why the Brand Image of Your Port **is Critical** to its Success

Rick Hosmer · rickh@klundthosmer.com · 509.456.5576 x113 · klundthosmer.com

