

Case Study: Messaging for Growth Port of Virginia

Joe Harris

THE PORT OF VIRGINIA: MESSAGING FOR GROWTH



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AAPA / Mobile

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A CASE FOR GROWTH





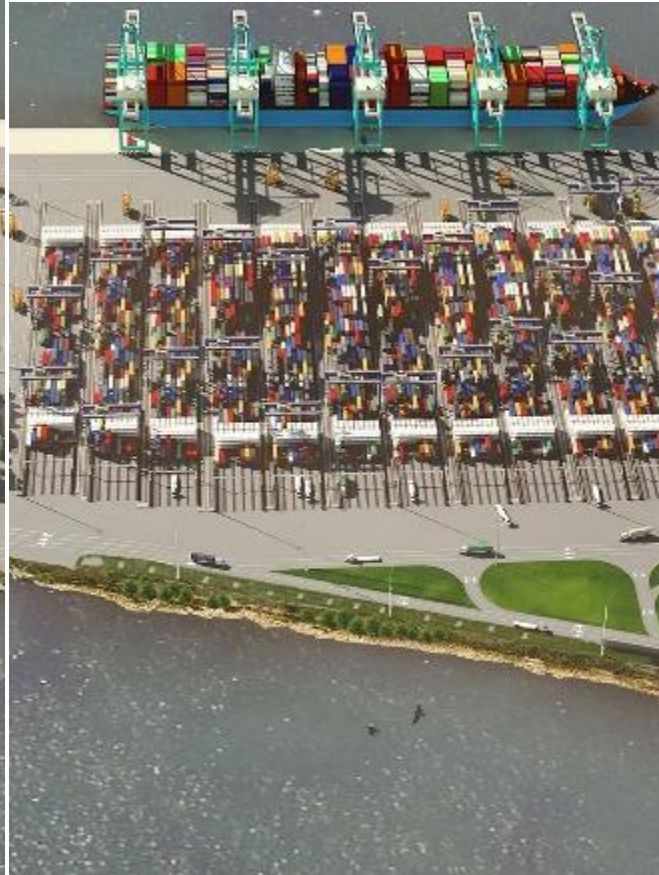
FY17: 2.84 MILLION TEUs

“By 2020, we will have expanded our annual container throughput capacity by 40 percent, or 1 million TEUs.”

**-- John F. Reinhart
CEO, Executive Director**



A RECORD \$350M INVESTMENT



CREATING A CONNECTION



Stewards of Tomorrow

The Port of Virginia is a global gateway, connecting the Commonwealth to the world. Virginia's leading employers – including manufacturers, distributors and commodity traders – rely on the port's modern infrastructure, professional workforce and the world's largest container vessels, to connect with customers overseas. As Virginia's role in international trade continues to grow, and we invest in deeper channels and modern terminals, jobs and economic impact grow as well.

ACTIVITY THROUGH THE PORT OF VIRGINIA IN CALENDAR YEAR 2016

Hampton Roads Business Utilizing The Port of Virginia	Cargo Value	Short Tons Shipped
42	\$258,805,291	40,648

The 8th Senate District of Virginia



Top businesses located in Virginia's 8th Senate District shipping cargo through The Port of Virginia include:

- STIHL
- Hermes Abrasives
- Abena North America
- Haulotte North America
- Busch Manufacturing
- Capitol Foundry of Virginia
- Kettler International
- Dernis International
- RP55 Group
- U Play USA

A CATALYST FOR THE COMMONWEALTH



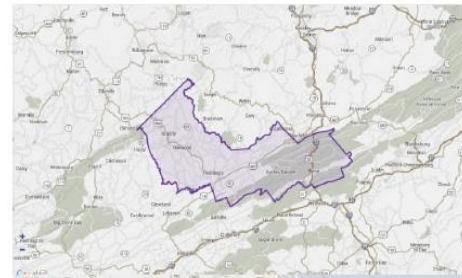
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ACTIVITY THROUGH THE PORT OF VIRGINIA IN CALENDAR YEAR 2016

Business Utilizing The Port of Virginia	Cargo Value	Short Tons Shipped
11	\$16,424,727	3,859

The 3rd House District of Virginia



Top businesses located in Virginia's 3rd House District shipping cargo through The Port of Virginia include:

- WOW USA
- Universal Dynamics
- NAS

A CATALYST FOR THE COMMONWEALTH

TOP-DOWN MESSAGING

The Virginian-Pilot PilotOnline.com

Lawmakers give Port of Virginia a \$350 million helping hand to boost capacity

By Robert McCabe
The Virginian-Pilot
Mar 14, 2016



Preston Gannaway | The Virginian-Pilot
Containers lined up at the Norfolk International Terminal in Norfolk, Va., on Wednesday, April 4, 2012.

Buy Now



LET'S





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






“This \$350 million investment will allow us to do the expansion that we need here at the port. This is a record investment... We’ve sent a signal to the globe that Virginia is here and we’re going to be competitive.”


-- Former Gov. Terry R. McAuliffe

LEVERAGING THE EDIT PAGE

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WORLD'S LARGEST CONTAINER SHIPS CALL ON COMMONWEALTH

Column: Port of Virginia serves as gateway to global trade

By John G. Milliken Jun 14, 2017  (2)

A NEW ERA of international trade is underway on the U.S. East Coast and The Port of Virginia is well-positioned to cement its position as the mid-Atlantic's primary global gateway for trade.

In early May, the port welcomed the largest container ship to ever come to the East Coast. A few weeks later an even larger vessel arrived, further illustrating that the big ship era at The Port of Virginia is underway.

These ships are the first of a new generation of ultra-large container vessels to come to Hampton Roads and the East Coast. These mammoths are fitting symbols of the important role that international

MESSAGES AND POSITIONING



Digital
Ads



Annual
Report

MESSAGES AND POSITIONING



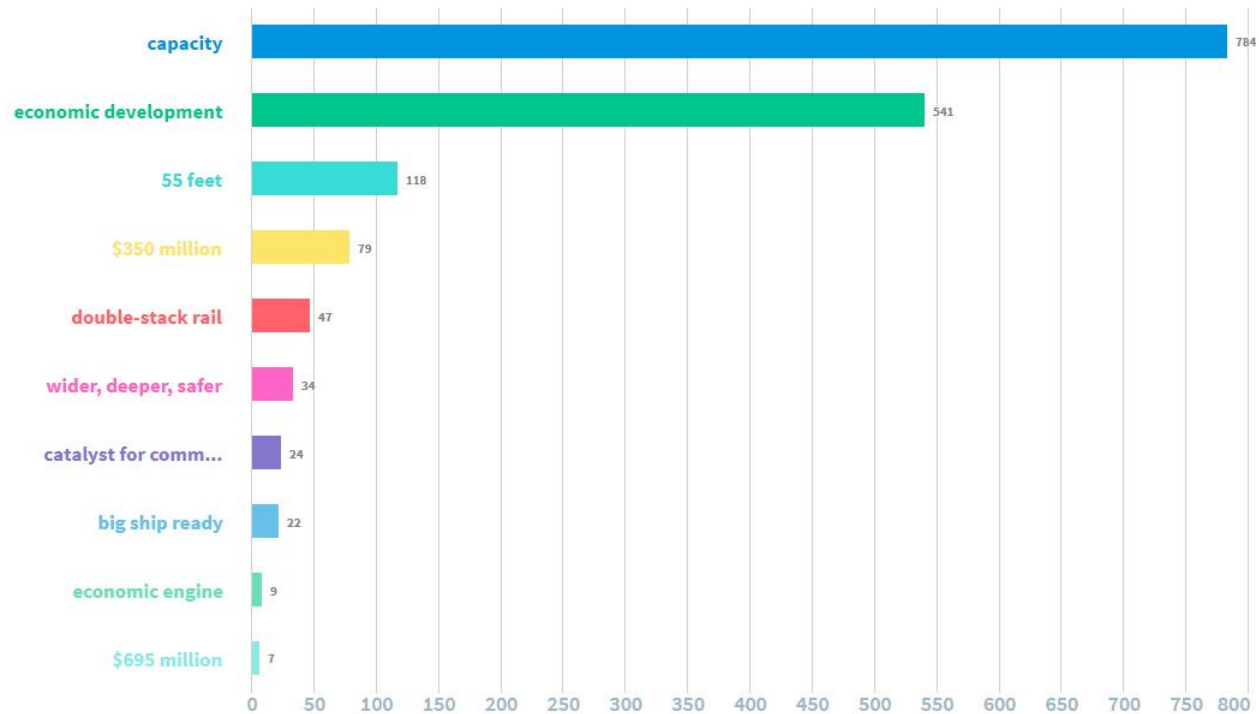
Out-of-Market Ads



Local
Billboards

RELENTLESS REPETITION

Key Messages



MESSAGING FORWARD



“The capacity we are building at The Port of Virginia today ensures its sustainability for years some come -- until we are ready to take the next step, which is developing Craney Island into the port’s fourth, deep-water marine terminal. These steps ensure that this port will be a catalyst for economic development, investment and job creation across the state for decades to come. This is about vision.”

-- VPA Board Chairman John G. Milliken