



America's Fastest Growing Port

Video, AAPA Communications Awards Program

America's Fastest Growing Port

<https://www.youtube.com/watch?v=VL84zKu8rmY>

Runtime: 3:47

Summary

This year Georgia Ports Authority experienced a change in leadership. GPA's new Executive Director Griff Lynch took the helm in July at the beginning of the fiscal year.

Lynch replaced a well known, dynamic industry expert and was anxious to separate himself as a leader.

This video was the first media piece that Lynch put his own signature on and was

used as a lead-in to his presentation at his first State of the Port Address.

The goal was to continue to communicate the success and growth of Georgia's ports, while introducing a distinctly different personality.

Much differently than in the past, the new executive director was intimately involved in the entire production process.

Lynch is most excited about highlighting the entire maritime community and wanted a way to recognize and thank all of GPA's Partners.

The video was the perfect lead-in to his presentation and served to drum up the energy in the room.

GPA partners requested the link to share the video before the event had even ended.

1. What are the specific communications challenges or opportunities?

The video was created as the first media



piece of GPA's new Executive Director. In the past GPA has produced a video as an introduction to the PowerPoint presentation given by the Executive Director at the yearly State of the Port address.

Themes have included sustainability, and the Savannah Harbor Expansion Project.

This year the new Executive Director requested a piece with a different feel. He wanted to unite those in attendance and create an atmosphere of energy and camaraderie as he took the stage for his first ever presentation in front of 1,300 port partners, elected officials and clients.

The goal of the piece was to make people excited about what the port is doing and to

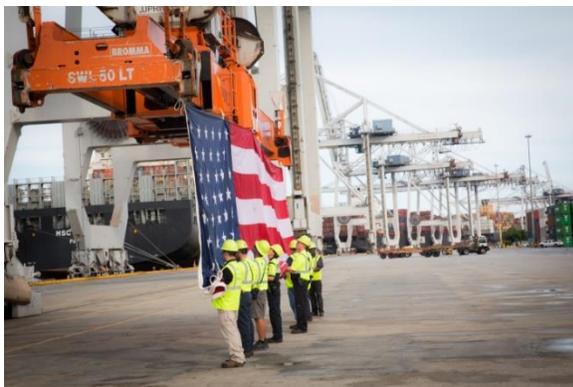
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make our partners feel like part of the year's success.

2. How does the communication used in this entry complement the organization's overall mission?

It highlights the energy of growth at the Ports of Savannah and Brunswick as they carry out their mission to support economic development in Georgia and across the southeast.



3. What were the communications planning and programming components used for this entry?

GOAL: To set an exciting and positive stage for GPA's new executive director to give his first State of the Port address and to make our partners and local community feel involved in the GPA's success.

OBJECTIVES:

- 1,000 in-person views from local business leaders at the Savannah State of the Port
- Surpass 1,000 views on YouTube
- 5,000 impressions on social media

TARGET AUDIENCE: Business Partners and Stakeholders

The video was created to be shown in front of GPA's most influential stakeholders at the annual 1,300+ person State of the Port address. This was GPA's new executive director's first State of the Port address, and an upbeat message was requested for his debut. The concentration of the video was to make every partner in the room, from longshoreman to customer to port employee, excited to be a part of the economic driver that is the port.

4. What actions were taken and what communication outputs were employed in this entry?

The concept was based on trying to reach people on an emotional level. We drew people in with compelling black and white images of the port and the people who make it work. These images were supported by a dramatic score.



An abrupt change in imagery and music makes the viewer take notice of the teeming energy of the port, and how that energy powers our service to port customers. A second transition takes us full circle to more black and white imagery and a return to the original score that opened

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the video. This section focuses on people and the role they play in serving the entire country, symbolized by the American flag flying from one of the port's cranes.

A member of the Communications team managed and directed the project's creative. A contracted video company executed GPA's team vision. Planning began in May for the September roll-out and video production ran June-August with editing throughout.

Following the debut, the video was shared through social media channels targeting stakeholders and partners who were not able to attend the State of the Port.

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

RESULTS: The desired effect, to cue up an excited audience of viewers for the State of the Port address, was achieved. Anecdotal feedback from stakeholders called it the best address ever. Viewers were excited about the video and many immediately requested the link to share with their own audiences.

Another key indicator of the video's success, although a challenge to measure, is the amount of ongoing use it is getting from GPA sales people and customers.



OBJECTIVES:

RESULTS:

1,000 in-person views from local influencers	The sold-out event reached 1,300 people, including local media
Surpass 1,000 views on YouTube	The video has 2,900 views and counting
5,000 impressions on Social Media	Total Impressions: 7,090 Facebook: 1,700/LinkedIn: 5,390