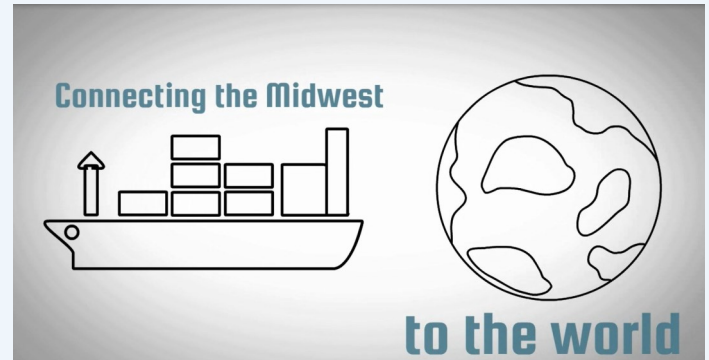


# PORT OF GREEN BAY

## ANIMATED WHITEBOARD PRESENTATION



## SUMMARY

In most Port cities, the average person probably doesn't know what a Port is or does. It's no different in Green Bay, WI. What most people do know is that big ships coming through the Port cause the bridges to go up, which impacts their daily commute. Creating public awareness about the Port of Green Bay, and its economic importance to the region, has been an ongoing public relations strategy for the past several years.

In an effort to reach people in a new way, an animated whiteboard presentation was developed to share with the community and businesses. In 90 seconds, this presentation gives a comprehensive overview of what the Port of Green Bay is all about, and its impact, in a format that is very popular and current, especially on social media and websites. The presentation is short, fun and very eye-catching; appealing to people who maybe wouldn't normally be interested in information about the Port of Green Bay. The piece goes through the Port of Green Bay's history, economic and environmental impacts, business benefits, shipping efficiencies and more; all in less than 90 seconds!



## PORT OF GREEN BAY

### ANIMATED WHITEBOARD PRESENTATION

## 1) CHALLENGES & OPPORTUNITIES

In today's world, the public is bombarded with constant communication. If you want to be heard (and viewed), you have to capture the public's attention in a visually interesting way and you have to realize that you have less than two minutes to make an impact. The "old way" of telling your story, by producing a 10 minute, informational video, doesn't work for today's communication formats.

That is why the Port decided to create a brief, graphically appealing whiteboard presentation to use on social media and the Port website. Whiteboard animation has become very popular in recent years for its ability to explain complex issues in an easy-to-remember and fun way.

There were challenges in the development of the presentation, as it spurred much internal conversation and debate about how to tell the entire story in such a compressed timeframe. The piece had to accurately portray the Port and its impact on the community, environment and local economy; leaving a positive impression of the Port. Research was done to ensure current and impactful statistics were used and care was taken to select appropriate graphics to maximize effectiveness. The original production was revised a number of times based on feedback from informal focus groups.

## 2) PORT OF GREEN BAY MISSION

*"The Port of Green Bay exists to enhance the prosperity of the people of Northeast Wisconsin by providing facilities and infrastructure able to effectively and efficiently move commodities and goods across the nation."*

The Port of Green Bay's mission explains why it exists. But, for those who aren't familiar with the Port, it does not provide an explanation of exactly what it is and does. That takes a more focused effort, so that the public understands exactly how the Port benefits the people of Northeast Wisconsin and how it partners with businesses and the community.

While a variety of public relations strategies have successfully helped with this in recent years, a strong visual message was missing from the Port's social media and website (with the exception of photos of incoming/departing ships). The effort called for something nontraditional, which would be appealing to a broad range of the community. That's why an animated whiteboard presentation was selected. That is also why this presentation focused on how the Port is an important part of the community with its history, economic and environmental impacts, business benefits and shipping efficiencies.



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## 3) PLANNING & PROGRAMMING

The Port of Green Bay had two primary communication goals in 2016:

1. Business outreach: This effort is designed to create awareness of business opportunities at the Port, the benefits of shipping and support for the Port and its work/initiatives.
2. Community outreach: This effort is designed to create community awareness of, and support for, the Port and its operations through participation and/or sponsorship opportunities.

Based on these overarching communication goals, our objectives for the presentation were to clearly and succinctly explain what the Port is/does in a visually appealing way; reaching audiences using digital media.

With this in mind, the Port of Green Bay had two target audiences for the presentation:

1. General public, living in Green Bay and surrounding areas
2. Businesses in the area

Measurables included social media views, likes and reach, as well as anecdotal comments received by Port personnel. Our measurable objective for social media was to reach 3,000 people and get 1,000 views of the video. Our second measurable objective was to get the video in front of at least 15,000 website visitors.

## 4) ACTIONS & OUTPUTS

The whiteboard animation presentation was produced after a series of strategic discussions with Port leadership regarding what messages to include and what visual theme would be appropriate. The timeline for the discussions and execution of the presentation was approximately one month.

The whiteboard presentation was launched first on social media (YouTube, Facebook and Twitter) with a campaign to draw attention to the presentation; asking Port followers to like and share the presentation. The presentation was promoted at least monthly during the first three months following its production.

The whiteboard presentation was also prominently placed on the Port's website. It was placed under the "About" section, so anyone looking for a brief explanation of the Port could easily find it on the website.



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## 5) OUTCOMES & EVALUATION

### **Objective: reach 3,000 people on social media and get 1,000 views of the video**

We wanted 3,000 people to see the post on social media, but we knew that not everyone who saw the post would actually watch the video; so we set another goal of having 1,000 video views. Keeping in mind that Green Bay has a population of just 105,000, we set the ambitious goal of 1,000 views, which would be just under 1% of the population.

### **Results:**

- 1,328 views with 1,156 unique views on Facebook alone (Twitter doesn't have a statistic for actual video views)
- 6,306 people reached on Facebook and Twitter
- 190 new social media followers since first post
- 179 shares, likes and comments
- Positive comments, including the following:
  - “This is such a cool video” – Ashley V.
  - “Love our Port!! - Beth L.
  - “Very nice!” - Jennifer G.
  - “Looks awesome!!” - Kristen P.

### **Objective: get the video in front of 15,000 website visitors**

This would be approximately 14% of the population.

**Results:** The average number of monthly visits to the Port website has been 3,600 in the past year. That means an approximate total of 21,600 visitors have visited the website since the presentation was published.

**Anecdotal responses/impact:** Port personnel have received many favorable comments about the presentation. “People really respond to this quick and visual format,” said Port Director Dean Haen. “Inevitably, someone tells me they learned something new about the Port when they see it. The presentation has been a good addition to our outreach efforts.”