



2017 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS

Classification 13: Videos

'How Big is BIG?' – Graphic Animation Video for 2016 State of the Port



'How Big is BIG?' – Graphic Animation Video for 2016 State of the Port

Summary:

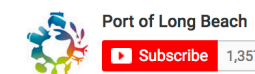
Because of the Port of Long Beach's status as a major regional economic engine and international standard bearer, the Port of Long Beach's annual State of the Port event is closely watched by both industry and civic leaders. It highlights recent accomplishments and milestones and sets the tone for the Port for the coming year.

Just days before the 2016 event, scheduled for January 21, the Port learned that the following month on February 19, the 18,000-TEU CMA CGM Benjamin Franklin, the largest container ship ever to dock at a North American seaport, would call at the Port of Long Beach for an inauguration ceremony and officially enter trans-Pacific service. It is hard to imagine how huge this megaship really is. Since no images would be available in time for the event, the Communications team created a graphic animation video comparing the ship to familiar things – wide as a 12-lane freeway, for example, and longer than four football fields. The video was successfully incorporated into the 2016 State of the Port address, and added to other presentations throughout the coming year. It was also used by CMA CGM in their social media campaign about their new vessel.

Click on any image to
watch the video



How big is a megaship like the CMA CGM Benjamin Franklin?



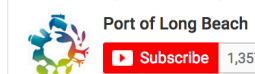
5,193 views

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10 1



How big is a megaship like the CMA CGM Benjamin Franklin?



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Still frames from the animation video.

How big is a megaship like the CMA CGM Benjamin Franklin?



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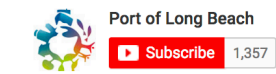


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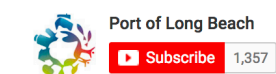
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How big is a megaship like the CMA CGM Benjamin Franklin?



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7 Communication Challenges and Opportunities

The Port of Long Beach, Calif., is a premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States, the Port handles all kinds of cargo, including nearly 7 million container units in 2016, with trade valued at more than \$180 billion. The Port welcomes the world's biggest ships and serves more than 175 shipping lines with connections to 217 seaports around the world. The major economic engine for the city, the Port supports 30,000 Long Beach jobs, one in every eight, and more than 300,000 Southern California jobs. More than 40 percent of America's import goods arrive through the two San Pedro Bay ports of Long Beach and Los Angeles, and Long Beach trade goods reach every U.S. congressional district.

The Port is helping support the economy while dramatically cutting the negative impacts of its operations. Since the Port's landmark Green Port Policy was adopted in 2005, diesel pollution at the Port has decreased by 84 percent, and native harbor wildlife is flourishing.

The Port operates under the banner of the Harbor Department for the City of Long Beach and, therefore, is a public agency. A five-member Board of Harbor Commissioners, appointed by the mayor and confirmed by the City Council, serves as the governing body for the Port. As a landlord operation, the Port owns its land but leases operations to terminal operators. The Port receives no taxpayer funds, relying instead on tenant revenues, so goodwill and solid partnerships with the Port's many tenants, customers and stakeholders are vital.

The Port is pursuing the most aggressive capital improvement program in the nation and creating the world's most modern, efficient and sustainable seaport, ready to welcome the dramatically larger container vessels going into service in the trans-Pacific fleet.

Each January, the State of the Port event provides the perfect opportunity to not only report to stakeholders about progress during the prior year, but also to preview future plans.



The Port of Long Beach

The February arrival in Long Beach of the biggest ship to ever call in North America world provide perfect testimony to the claim that the Port of Long Beach is “big ship ready.”

The challenge for the Port of Long Beach Communications and Community Relations team was to incorporate this news into the State of the Port address, without the benefit of photography or live-action video.

Because it is hard to imagine how huge this megaship really is, the

Communications team decided that the solution would be to create a graphic animation video comparing the size of the CMA CGM Benjamin Franklin to familiar things – wide as a 12-lane freeway, for example, and longer than four football fields. It was successfully incorporated into the 2016 State of the Port address, and added to other presentations throughout the coming year. It was also used by CMA CGM in their social media campaign about their new vessel. A one-page “condensed” version was also developed for print purposes.



2 Complementing the Overall Mission

To accomplish the Harbor Commission’s goal to provide open channels of communication between the Port and its various constituencies – a goal shared by Port executive management and staff – the Port of Long Beach Communications and Community Relations Division implements a comprehensive annual campaign to reach all of its critical target markets.

The Port relies on excellent images of the very photogenic Port of Long Beach to “tell the story” in all campaign elements – from print, TV and social media ads to brochures, displays, photo-driven PowerPoint presentations and video content for presentations. The 2016 State of the Port Address incorporated a PowerPoint presentation, videos and a total of 10 graphic animations. All elements are repurposed for a variety of other uses.



State of the Port 2016

3 Planning and Programming Components

The goal of the “How Big is BIG?” graphic animation video was to:

Explain to a variety of audiences the immense size of the new ships calling at the Port of Long Beach, while illustrating that the Port is “big ship ready.”

Objectives were to:

- Work with a Port contract graphic animator to create the six-element animated video;
- Smoothly incorporate the last-minute element into the 2016 State of the Port Address;
- Illustrate the massive size with simple comparisons to everyday things, injecting a bit of humor.
- Illustrate to the industry, especially shipping companies with megaships in the fleet, that the Port of Long Beach can accommodate their vessels.
- Instill an air of wonder surrounding the huge new ships entering the trans-Pacific fleet;

- Include budget within the overall State of the Port event budget;

- Conduct a post-event survey to evaluate the success of the event, and specifically the success of the video elements.

Target audiences for this particular graphic animation video:

- Elected officials;
- Current and potential Port clients;
- Companies that service the Port;
- Government agencies;
- Community businesses and residents;
- Environmental watchdogs and other Port stakeholders;
- Safety and security agencies;
- Educators and students.

4 Actions Taken and Communication Outputs Used

Production

With only a few days of production time available before the State of the Port event, the Communications team created the concept, design and copy for the six-part video and employed a Port contractor to do the graphic animation.

So that all audiences could relate to the true size of the megaships now calling at the Port of Long Beach, it was decided to make simple comparisons to everyday things. It was close to Super Bowl time, so one reference was to a football field. Another comparison involved shoes.

Animated illustrations of the ship, buildings, a freeway, football fields, a variety of shoe styles and the State of California were incorporated.

Total production time was three days, and music was added later and cut into different segments for social media purposes.

Primary use – State of the Port Address:

The segment about the Long Beach arrival of the CMA CGM Benjamin Franklin, the largest container vessel ever to call at a North American port, was couched in a segment of the State of the Port Address presented by Chief Executive Jon Slangerup discussing why Long Beach is the right choice for customers and detailing the Port’s many attributes: <https://youtube/1CKwOwmYHww?t=16m32s>

“So, our collective efforts to prepare the Port complex for the megaships beginning to call here are paying off. For example, in just a few weeks, CMA CGM’s new 18,000-TEU container Vessel – the Benjamin Franklin – will call at Long Beach. This megaship, which is the largest to call North America, will berth at Pacific Container Terminal. And just what does MEGA mean? Let’s take a look at this: <https://youtu.be/cjtWJfrA-jM>

The CMA CGM BENJAMIN FRANKLIN is...

- 20 STORIES TALL
- As WIDE as a 12-LANE FREEWAY

- LONGER than FOUR Football Fields
- ROOMY ENOUGH for 90 MILLION pairs of shoes
- ENOUGH FOR 3 PAIRS OF SHOES FOR EVERY PERSON IN CALIFORNIA

“The exciting part is we will host CMA CGM’s christening of the Benjamin Franklin while the ship is in port on February 19. Another major milestone event for the Port of Long Beach!”

Other uses:

The video was put into wide circulation surrounding the February 19 arrival and inauguration ceremony of the CMA CGM Benjamin Franklin, hosted by the French shipping line at the Port’s Pier J Pacific Container Terminal.

The Port posted the video on social media, breaking it into segments for some uses.

It is also available on the Port of Long Beach website.

The shipping company CMA CGM also adopted the video for use on their official social media sites, adding immense international reach and viewership.

The graphic animation video was also incorporated into a variety of community PowerPoint presentations and a “compressed” version was created for print purposes.

Print version of the video

MEGASHIP!

The CMA CGM Benjamin Franklin, the biggest container ship to ever visit North America, called at the Port of Long Beach for the first time in February 2016. The massive vessel is the vanguard of the "big ship era" that is transforming goods movement. Just how big are these megaships?

20 STORIES TALL

CAPACITY of 90 MILLION pairs of shoes

LONGER than FOUR FOOTBALL FIELDS

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5 Communications Outcomes and Evaluation Methods

The “How Big is BIG?” graphic animation video has been an excellent marketing tool for both the Port of Long Beach and the French shipping company, CMA CGM, that introduced the Benjamin Franklin into service.

Social Media

Port of Long Beach Facebook (Paid/ Boosted Stats)

- 76,670 total reach
- 18,000 views
- 214 likes
- 94 shares
- 16 comments

CMA CGM Stats from sharing

- 23,000 Facebook views
- 770 shares
- 1,000 comments and reactions

Views on the Port’s YouTube page total 5,182 through mid-April 2017.

<https://youtu.be/cjtWJfrA-jM>

2016 State of the Port Results

About 950 attended the 2016 State of the Port Event live; 259 watched the

live webcast, and about 2,000 have viewed the archived webcast through mid-April 2017.

Nine news organizations attended, including the Long Beach Press-Telegram – the largest local news organization, and the Journal of Commerce – the largest industry news organization. Readership of their stories about the State of the Port totaled nearly 500,000 impressions.

A nine-question electronic survey (Survey Monkey) was e-mailed to attendees the day following the event with 114 responding. Following are excerpts from the survey results pertaining to the audience, the program and the video elements:

Which best describes the sector of the industry you work for?

A wide range of sectors were listed with the top being:

- 20.27% Government Agency
- 14.86% Importer
- 12.16% Ocean Carrier
- 9.46% 3rd Party Logistics
- 9.46% Marine Terminal Operator

- 74 respondents added specific job titles

Please rate the presentation and video:

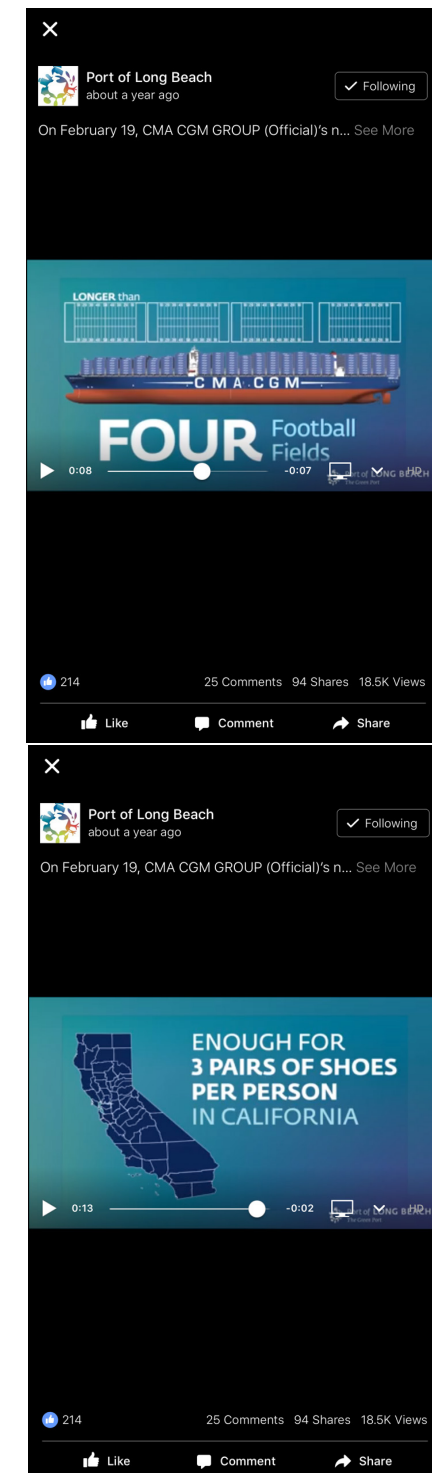
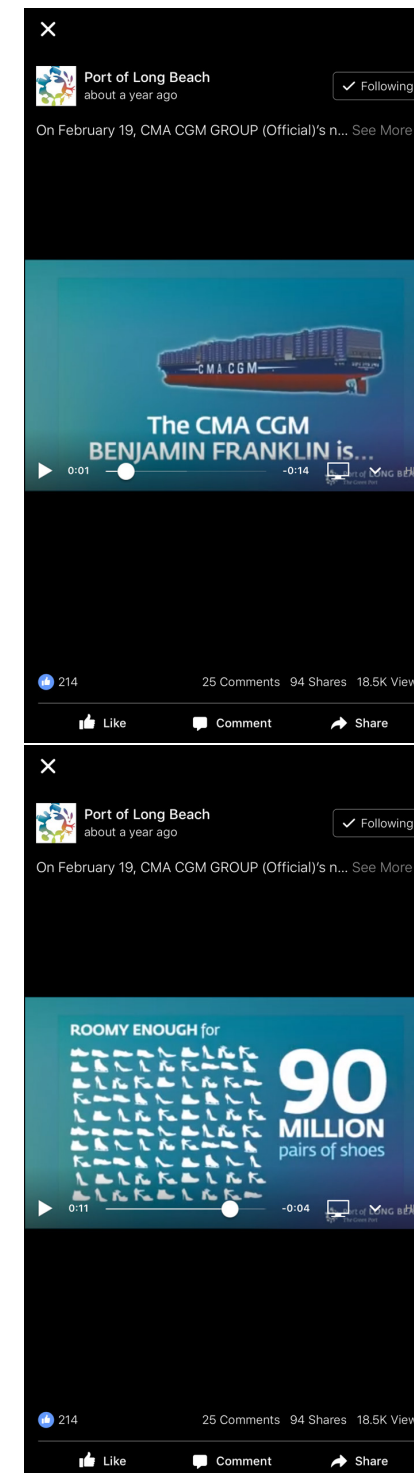
- 75.89% excellent
- 22.32% very good

13 respondents added comments:

- “Fantastic production values.”
- “Videos were outstanding and helped break up the speech.”
- “I liked the intermingling of the video clips with the speeches.”
- “Fabulous presentation and delivery, creative, engaging, and inspiring”

How would you rate your overall experience at the event?

- 58.77% excellent
- 37.72% very good



Facebook post

Recap

Quick Facts:

- It's hard to visualize how big the new CMA CGM Benjamin Franklin container ship really is, so the Port of Long Beach created a graphic animation video comparing the height, length and capacity to everyday things. It was a big success!
- The video was created at the last minute by the Port Communications team to insert in the 2016 State of the Port Address, but was also utilized extensively, primarily on social media, by both the Port and the shipping company during a Long Beach ship call and inauguration ceremony.

Links

- "How big is BIG" graphic animation video
<https://youtu.be/cjtWjfrA-jM>
- Video in 2016 State of the Port Address – Jon Slangerup speech
<https://youtu.be/1CKwOwmYHww?t=16m32s>
- 2016 State of the Port PowerPoint Presentation
<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13181>
- Spring 2016 **re:port** featuring condensed print version of the video and image - title is MEGASHIP!
<http://www.polb.com/civica/filebank/blobdload.asp?BlobID=13482>

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