



2017 AAPA Communications Award Program
Entry Classification: Overall Campaign
Title: Terminal 5 Statement of Interest

Summary – Terminal 5 Statement of Interest

The Port of Vancouver USA's mission is to provide economic benefit to our community through leadership, stewardship and partnership in marine, industrial and waterfront development. The port's Terminal 5 has 86 acres of available property for a qualified tenant. To find a marine customer to lease the space, we issued a Statement of Interest (SOI) to attract interested parties to submit proposals to develop 40 acres of the terminal. To publicize the SOI to potential bulk and auto customers, we created a targeted marketing campaign with multiple components including, a web page, a video, digital ads, a port e-newsletter, social media ads and a news release.

1. Communication Challenges and Opportunities

The SOI marketing campaign offered potential customers the opportunity to submit proposals to design, permit, construct and operate a marine terminal facility within the port's Terminal 5. Terminal 5 has unique characteristics that aren't available anywhere else on the West Coast, making it a highly desirable location to bulk and auto shippers. It offers a deep-draft shipping channel, shovel-ready land, and a premium served rail location, all with ease of access and room to grow.

We were presented with a communications challenge of a compressed timeline and an opportunity not only to attract potential customers, but to raise industry awareness about the port's features and capabilities.

This campaign was targeted to very specific audiences in the dry bulk, liquid bulk and auto industries. Because the timing of the campaign was aligned with the two-month SOI period, we employed only digital and social tactics to reach our audiences quickly.

2. Complement to Overall Mission

The port's mission is to provide economic benefit to our community through leadership, stewardship and partnership in marine, industrial and waterfront development. Our goal with this SOI marketing campaign was to support that mission by inviting as many potential customers as possible to submit proposals to develop a marine terminal on Terminal 5. That development would provide revenue to the port and taxes to the state, and create local and regional jobs.

3. Planning and Programming Components

Goals

Our goal was to reach key decision makers in marine shipping and logistics, specifically companies shipping bulks and autos with an interest in building a marine export terminal on the West Coast. Our desired outcome was to receive three to five highly qualified customer proposals that could lead to an agreement to develop the terminal.

Objectives

The objective was to run a digital advertising campaign to publicize the SOI to as many potential customers as possible in the bulk and auto industries in a two-month period.

Another objective was to track visits to our website to measure campaign impact and interest, and to give us the flexibility to adjust our messaging or tactics if needed.

Finally, the campaign was designed to encourage highly qualified potential customers to download the SOI and submit a proposal.



Audiences

Shippers, carriers, port terminal logistics consultants and port engineering firms connected to the bulk and auto industries were identified as **primary** targets. These audiences provided the best opportunity to reach a qualified customer because they are in the business of maritime shipping and logistics.

Secondary audiences targeted in this campaign were local media, industry trade publications and social media followers.

4. Actions Taken and Communication Outputs

Our External Affairs team worked with the port's agency partner to develop an advertising and public relations strategy to publicize the SOI to our target audiences. We designated a \$40,000 budget for the campaign and ran it for two months: the SOI's open submittal period. Our goal was to drive as many qualified potential customers as possible to our website to download the SOI.

Implementation and Timeline

Four weeks out:

- Set date for SOI release and begin marketing campaign
- Begin planning web page development, where all advertising and public relations efforts were linked back to
- Determine that a digital campaign with targeted e-blasts via trade publications and social media would be the quickest way to effectively distribute our message
- Research bulk and auto industries trade media
- Identify social media audiences
- Begin message development
- Begin compiling email list of recipients

Three weeks out:

- Approve media plan, including five bulk, auto and maritime trade publications
- Approve social media and public relations plan
- Begin creative on digital ads
- Develop social media content for LinkedIn and Twitter
- Begin video production and editing of property footage

Two weeks out:

- Develop MailChimp e-newsletter creative and content
- Approve digital ads
- Approve LinkedIn and Twitter ads

One week out:

- Finalize Statement of Interest (SOI) and news release
- Finalize list of 650 email recipients
- Make final edits to Web page and 90-second video

Our campaign launched with a news release to local and trade media, and a port e-newsletter to our email list. At the same time our agency partner pitched the news release to a targeted list of maritime publications to increase the chances of having the story shared broadly.



Port of Vancouver USA

40 ACRES

PERFECT FOR YOUR DRY OR LIQUID BULK BUSINESS.

Deep shipping channel.
Rail-served.
Unique location.

THE PORT OF *Possibility*

STATEMENT OF INTEREST DUE DECEMBER 23. **LEARN MORE!**

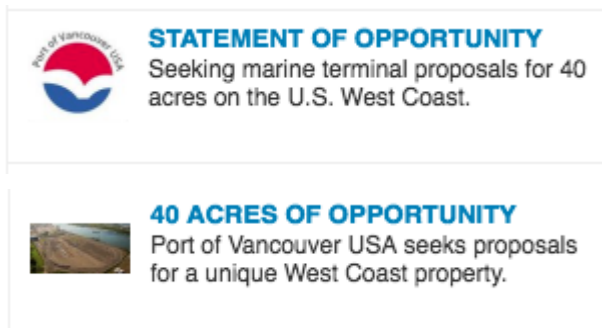
Trade advertising ran the first month of the campaign to give potential responders time to prepare their proposals. LinkedIn and Twitter ads ran both months. Because of our advertising efforts, we had many requests to extend the SOI submittal period an additional month.

Staffing

The team consisted of: The Port of Vancouver's sales director, marketing communications manager, communications manager, communications and digital media specialist; advertising agency partner and video production partner.

5. Outcomes and Evaluation Methods

The goal of the campaign was reach as many key decision makers as possible who may have interest in building a bulk or auto facility at the port's Terminal 5, and to receive three to five highly qualified customer proposals that could lead to an agreement to develop the terminal. The Port of Vancouver USA received eight proposals from qualified and interested parties to build the terminal.



- **LinkedIn:** Using a pay-per-click model, we ran two ads for A/B testing to optimize our advertising dollars. After 11 days, one ad was performing much better than the other, so we discontinued the non-performing ad. By the end of the campaign we had reached 111 clicks and 646,529 impressions, giving us a final click-through rate of 0.017 percent – an excellent rate for such a highly specialized ad.

- **Twitter:** We used a pay-per-click model to encourage traffic back to the SOI web page. We ran four different ads with small budgets of \$100 each. Across all four ads, we received 112 clicks with 144,479 impressions, giving us final click-through rate of 0.077 percent.
- **Trade publications:** We chose five trade publications covering bulk, auto and general maritime industries that offered banner ad placements and dedicated e-blast options. Results:



40 acres of opportunity ready for your dry or liquid bulk business. Send us your Statement of Interest by Dec. 23: bit.ly/2fz63ZR



- Dedicated e-blast newsletter (see MailChimp e-newsletter below): More than 70,000 subscribers
 - These banner ads and e-blasts produced 468 unique visits to our website
- **Website:** Over the course of the campaign, we received 1,415 unique visitors to the Terminal 5 SOI Web page, with the average duration on page lasting two minutes and 49 seconds. This tells us most people visiting the page were there to submit an SOI or learn about Terminal 5, or they wouldn't have spent so much time on the page.
 - www.portvanusa.com/key-projects/terminal-5-statement-interest/
- **YouTube:**
 - Terminal 5 90-second video: <https://youtu.be/P9KYL6vJEIM>
 - 83 percent of viewers watched the entire video
- **MailChimp E-newsletter:** We used MailChimp to send an email announcement directly to 650 shipping, logistics and port engineering contacts connected to the bulk and auto industries. This resulted in 919 email opens and 36 clicks through to the SOI web page (see below).

PORT OF POSSIBILITY. STATEMENT OF INTEREST.



Port of Vancouver USA



We have: a rail-served marine terminal with 40 premium acres on a deep shipping channel.

You need: a high-volume facility for your dry bulk, liquid bulk, auto or other commodity business.

We may be a perfect match!

The Port of Vancouver USA is seeking Statements of Interest (SOIs) from firms interested in building and operating a marine facility at the port's Terminal 5. A unique property on the West Coast, Terminal 5 is ideal for a diverse range of import and/or export commodities that can also benefit from our multimodal facility.

Due to multiple requests, the submission deadline has been extended to Tuesday, Jan. 31, 2017, at 5 p.m. Submit your Statement of Interest today. And turn interest into possibility.

Questions? Contact Steve Mickelson at 360-693-3611 or smickelson@portvanusa.com

GET DETAILS

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Earned media: Our news release and agency pitching efforts paid off; 12 news sources picked up our SOI story.

[Port of Vancouver USA seeking additional marine customer for Terminal 5](#) - AJOT

[Port of Vancouver seeks partner for terminal investment](#) - American Shipper

[Port of Vancouver USA seeking additional marine customer for Terminal 5](#) - Automotive Supply Chain

[Port of Vancouver USA To Develop Terminal 5](#) - Breakbulk

[New terminal on offer in Vancouver](#) - Bulk Materials International

[New terminal on offer in Vancouver](#) - World Cargo News

[Vancouver seeks terminal operator](#) – Heavy Lift

[Port of Vancouver USA seeking additional marine customer for Terminal 5](#) – Hellenic Shipping News

[Vancouver USA puts T5 out to tender](#) – Port Strategy

[Port of Vancouver USA seeks additional marine customer for Terminal 5](#) – Daily Insider

[Port of Vancouver seeks tenant for Terminal 5](#) – The Columbian

[Port of Vancouver seeks interest on Terminal 5](#) – Vancouver Business Journal

Supporting Documents

News release: www.portvanusa.com/news-releases/port-vancouver-usa-seeking-additional-marine-customer-terminal-5/