

2018 AAPA Communications Award Program

Entry title: Port of Vancouver USA Jobs and Economic Impact Video

Classification: Videos

Summary

Is it possible to convey the economic impact of a business that's been around for over 100 years in 60 seconds? Last year, we found out.

First produced for an event in the fall of 2017, our video, *POV Jobs and Economic Impact*, highlights the economic value of the Port of Vancouver USA to Southwest Washington. From generating more than 20,000 jobs and handling over 7 million tons of cargo to providing nearly three billion dollars in economic impact, the Port of Vancouver USA is working hard to bring prosperity to our region. Aimed at business and community leaders, this video succinctly captures the port's innovative spirit, stewardship of our regional economy, and acres of opportunity for future development.

Following its initial viewing, the video was promoted online through various social media channels. It remains accessible via the port's YouTube channel, where it has been viewed over 3,000 times, and via the port's website.

Watch the video here: <https://www.youtube.com/watch?v=CEakCSXKO7c>



1. What are/were the specific communications challenges and opportunities?

The Port of Vancouver USA was a presenting sponsor of the Greater Vancouver Chamber of Commerce Business and Leadership Awards in September 2017. As part of this sponsorship, we received time to share a few messages with the audience.

One of the most significant challenges the port faced was how to effectively communicate to the public exactly what the port does and, more importantly, why it matters. Although the port has

been an economic engine in the community for over a century, many are still unaware of the full scope of these benefits.

The goal was to have the 350-plus event attendees leave with a better understanding of the port's contributions to the local economy, and more specifically, in creating jobs in the region. This video was designed as a fun and engaging piece that spoke to how the port benefits the region, with a focus on job creation.

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

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. This video shows real workers unloading ships, manufacturing heaters, driving forklifts, building facilities and homes—performing the daily work that supports economic vitality in our region. This reflects the port's key role in our local and regional economy and helps people connect to what we do and why it matters. The video also touches on our dedication to environmental stewardship and community partnership.

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

Goal: To create an informative and versatile piece that would resonate with viewers, present the Port of Vancouver USA during the Greater Vancouver Chamber of Commerce Business and Leadership Awards, and have the audience leave with a better understanding of the port's economic benefit to the region.

Objectives:

- To increase awareness of the port's role as an economic engine for our region.
- After the presentation, the port would post the video online, encourage the community to share it with friends and family, and use it as a tool for staff at other presentations.

Target Audience:

- Greater Vancouver Chamber of Commerce Business and Leadership Awards attendees (primary)
- Residents of the greater Vancouver, Washington, area (secondary)

While the video was initially created for a presentation, we recognized an opportunity to reach out to the general public with a message about the port's role in our community's growth and vitality. Knowing that people in the region may not have a full awareness of the port's impact, this video was designed to foster a connection between the Port of Vancouver USA and the people who viewed it.

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

Strategy: The main takeaway we wanted to communicate was that the port, directly and indirectly, employs thousands of people in the region, and to highlight the positive effects on the

local economy. The specific jobs seen in the video include tenant employees, longshore workers, construction crews and truck drivers.

Tactics:

- The look and feel of the video was designed to be fun, engaging and professional.
- Uplifting music was chosen to play over the visuals.
- The narration was calm and confident.

The video also incorporates aerial photos of port properties, renderings of the new Terminal 1 Waterfront Redevelopment Project and some of the port's community outreach programs. These images help convey that the Port of Vancouver USA does much for the region to support continued livability and prosperity.

Implementation Plan:

- We worked with a regional creative agency to develop concepts and a script.
- Once the script was approved, we hired a local production crew to shoot and edit footage.
- Production began in mid-August and concluded mid-September for the awards event on September 20.
- Afterward, the video was posted online and promoted on social media to engage a broader audience.

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

Results: The primary indicator of success—to have attendees of the Greater Vancouver Chamber of Commerce Business and Leadership Awards leave with a greater appreciation for and understanding of the Port of Vancouver USA—was achieved.

We measured this success by the audience's reactions:

- Port representatives received dozens of requests for the video link to share with others.
- Several people stated that they were "blown away" by the port's contributions to the economy.
- Many stated how impressed they were with the video and inquired about future community engagement opportunities.
- Multiple attendees relayed their surprise at the breadth of the port's economic impact. This not only confirmed that this communication was needed, but that it achieved its goals.

We also measured the success of the video by its online viewership:

- 3,083 views on YouTube—a nearly ten-fold increase in views from the initial event audience viewership
- 486 views on Facebook
- 7,535 impressions
- 36% view rate
- Currently the third most-watched video on the Port of Vancouver USA's YouTube channel.