



Our Ports. Their Stories. Vision. Efficiency. Partnership.

*2019 AAPA Communications Awards
Classification 8: Overall Campaign*

Project Summary

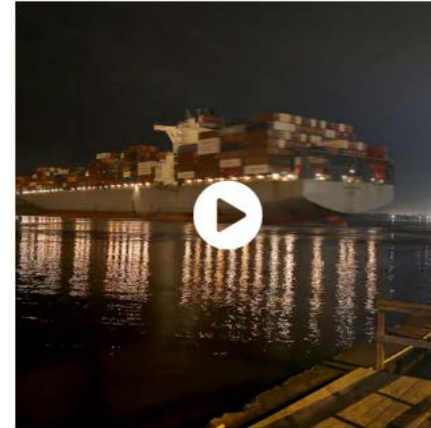
North Carolina Ports developed three short videos as part of the *Our Ports. Their Stories.* video campaign. The campaign is an expanded marketing and advertising initiative aimed at highlighting three organizational goals – infrastructure improvements (long-term vision), efficiency and customer service.

Vision focuses on NC Ports' \$200 million capital improvements plan. Throughout the video, partners and customers discuss the importance of the investments the organization is making to modernize the Port of Wilmington. The plan is designed to meet and exceed NC Ports' growing customer demand as well as attract and accommodate the largest container vessels able to navigate to the East Coast.

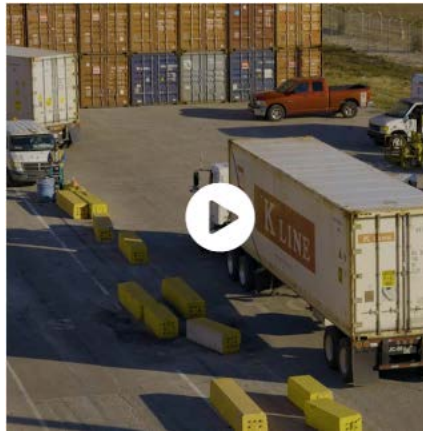
Efficiency highlights the first-in-class landside and waterside efficiencies at NC Ports' marine terminals. The Port of Wilmington boasts some of the fastest truck turnaround times on the United States East Coast. Additionally, the Port lacks berth congestion which enables ships to operate on arrival. In this video, customers discuss the importance of the organization's efficiencies and how that impacts their business decisions.

Partnership features NC Ports' commitment to customer service. It is part of the organization's mission to uphold the highest level of customer service. This video focuses on that mission by providing customers an opportunity to discuss North Carolina Ports' approach and how it has led to longtime partnerships.

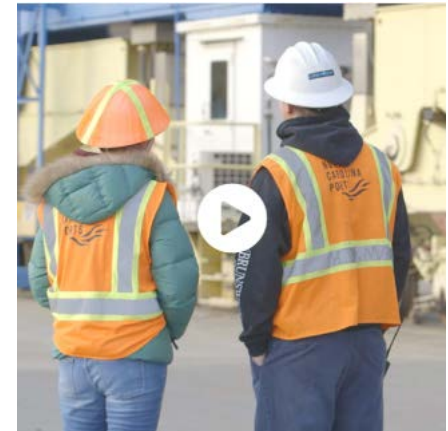
VISION



EFFICIENCY



PARTNERSHIP



CLICK ON EACH ICON TO WATCH THE VIDEOS

North Carolina Ports
2019 AAPA Communications Awards
Classification 8: Overall Campaign

Challenges and Opportunities

North Carolina Ports has embarked on a \$200 million infrastructure improvements plan designed to modernize its facilities. The capital improvements plan includes a wider turning basin, container berth enhancements, new neo-Panamax cranes and an overhaul of the Port of Wilmington's container terminal. The terminal renovations will double the Port's annual throughput capacity to 1.2 million TEUs and triple its refrigerated container capacity to 1,000 plugs. Most of the projects outlined in the plan are underway or about to begin and will drastically impact the way North Carolina Ports operates business. The video campaign provides NC Ports an opportunity to discuss these changes and how they will impact its known efficiencies and customers service.

Opportunities

North Carolina's Port of Wilmington is a growing gateway for cargo. Container volume through Wilmington increased 38 percent in FY18 over FY17. Additionally, the Port has tripled its refrigerated container volume since FY14. The facility also boasts some of the fastest truck turnaround times on the United States East Coast – 18 minutes for a single turn and 32 minutes for a dual turn. *Our Ports. Their Stories.* provides a unique opportunity for North Carolina Ports to market these offerings by utilizing existing customers and partners.

Each video provides NC Ports an opportunity to support its claims of growth, investment, efficiency and customer service. The organization wants existing customers and future customers to know that it's not just making promises; it's delivering. The changes and improvements the organization is pursuing will make it easy to do business with North Carolina Ports. It is important that through these videos, existing customers and future customers understand that their business matters to NC Ports and they'll be treated with the highest level of customer care and the organization will provide them with solutions that match their business needs.

[WATCH THE VIDEOS HERE](#)

North Carolina Ports
2019 AAPA Communications Awards
Classification 8: Overall Campaign

Challenges and Opportunities

Challenges

North Carolina Ports recognizes it has been making some big promises and claims recently, but saying and doing are two different things. One of the challenges NC Ports faced during this project was ensuring its existing customers, future customers, partners and the North Carolina community knew that the organization could deliver on its promises. It was important the messages being conveyed about investment, efficiency and customer service were informative, accurate and relatable.

North Carolina's ports are nestled between some of the largest ports on the United States East Coast. Another challenge was making sure NC Ports' messaging of growth, investment, efficiency and customer service wasn't getting lost because of the proximity of competitors. Therefore, it was important to interview customers and partners that have experience with other East Coast ports.

Logistically, one of the challenges NC ports faced was the filming schedule. The Communications team had to juggle multiple interviewee schedules as well as terminal operating schedules to ensure the pre-determined shot list was visually achieved in each video.



[WATCH THE VIDEOS HERE](#)

North Carolina Ports
2019 AAPA Communications Awards
Classification 8: Overall Campaign

North Carolina Ports Mission

Mission Statement

The mission of the North Carolina State Ports Authority is to enhance the economy of the state of North Carolina. The Ports Authority will be managed like a business, focused on the requirements of its customers. North Carolina's ports are recognized for self-sustaining operations, environmental stewardship, highly efficient workforce, satisfied customers, and modern, well-maintained facilities and equipment.

Supporting the mission

Our Ports. Their Stories. embodies the organization's overall mission. The videos support NC Ports' mission to enhance the state of the North Carolina economy by highlighting future growth and investment through NC Ports' capital improvements plan.

Additionally, the videos showcase the organization's commitment to its terminals by outlining North Carolina Ports' plans to modernize the Port of Wilmington with top-of-the-line equipment and upgraded berth, container and gate facilities.

The video campaign also supports the organization's mission to its customers by providing viewers an opportunity to hear directly from North Carolina Ports customers and partners. Their messages detail NC Ports' commitment to putting its customers first and providing business solutions that suit their needs.

[WATCH THE VIDEOS HERE](#)

North Carolina Ports
2019 AAPA Communications Awards
Classification 8: Overall Campaign

Planning and Programming

Goals

Our Ports. Their Stories. video campaign is an expanded marketing and advertising initiative aimed at highlighting three organizational objectives – infrastructure improvements (long-term vision), efficiency and customer service utilizing existing advertising contracts with international trade publications, a designated landing page on ncports.com, social media and Business Development team outreach with customers. The goal is to attract new business to North Carolina's ports, educate existing customers on operational changes and improvements as well as educate the North Carolina community on NC Ports' business and long-term plans.

Primary audience

Beneficial cargo owners (BCOs)
Ocean carriers
Customers
Maritime service partners
(i.e. river pilots, tug operators, trucking community)

Secondary audience

Local, regional and state leaders
Local, regional and state communities



CAPTAIN GLENN TURBEVILLE

*General Manager and VP,
McAllister Towing*

McAllister is celebrating 150
years in in marine
transportation.



NICK PERKINS

*Plant Manager,
ACME Smoked Fish*

A major purveyor of smoked
fish to the finest
establishments.



GARY WINSTEAD

*President and CEO
of A.R.C. Transit*

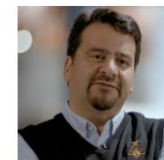
Serving importers and
exporters throughout
the U.S.



CAPTAIN SCOTT ALDRIDGE

*River Pilot,
Cape Fear River Pilots*

Navigating the world to the
Port of Wilmington.



FELIPE ESPINOSA

*Director of Manufacturing,
ACME Smoked Fish*

A major purveyor of smoked
fish to the finest
establishments.



SAM DUGGINS

*Owner-operator leased
to A.R.C. Transit*

Serving importers and
exporters throughout
the U.S.

[WATCH THE VIDEOS HERE](#)

North Carolina Ports
2019 AAPA Communications Awards
Classification 8: Overall Campaign

Planning and Programming

Objectives and Milestones

- Send eblasts utilizing existing advertising contracts with international trade publications.
- Drive traffic to the designated *Our Ports. Their Stories.* landing page on the NC Ports [website](#) via eblasts and social media posts.
- Generate calls and inquiries to the North Carolina Ports Business Development team for potential new business.
- Generate likes, comments, shares and other interactions across all social media platforms.

VISION EBLAST



Who says there's nothing good to watch?

Not us. In fact, we're thrilled to share this video featuring our customers' view of our vision for the future. With our \$200 million capital improvement campaign, which includes new neo-Panamax cranes, a wider turning basin, berth enhancements, and an expanded container yard, we're charting a course for a brighter future.

Watch the video. Hear what our customers have to say. And discover our vision for your success.

WATCH NOW

NC Ports Partners



Nick Perkins
Plant Manager, ACEE Smoked Fish

“I know that the quick turnaround times here at NC Ports is going to support my need.”



Captain Scott Aldridge
River Pilot, Cape Fear River Pilots

“NC Ports' investment has completely changed everything.”

NORTH CAROLINA PORTS

1.800.334.6682 / ncports.com

EFFICIENCY EBLAST



We're known for outstanding efficiency.
Case in point: Our efficiency video is just a click away.

At North Carolina Ports, we're renowned for having the fastest turn times on the East Coast of the United States. That means less waiting, higher productivity, and smoother operations for our customers. But don't take our word for it. Hear what our partners are saying about how our fast, efficient approach helps them do—and achieve—more.

Watch the video. Learn about how our \$200 million in capital improvements will make the best even better. Then discover how fast we can make a difference for your business.

WATCH NOW

NC Ports Partners



Gary Winstead
President and CEO of A.R.C. Transit

“The North Carolina Ports are by far and away the most efficient port that we serve.”



Sam Duggins
Owner-operator based to A.R.C. Transit

“I can bring in an empty, pick up a load and be back out in not much over 30 minutes.”

NORTH CAROLINA PORTS

1.800.334.6682 / ncports.com

CLICK ON EACH ICON TO WATCH THE VIDEOS

[WATCH THE VIDEOS HERE](#)

North Carolina Ports
2019 AAPA Communications Awards
Classification 8: Overall Campaign

Action Steps

Our Ports. Their Stories. video campaign is an expanded marketing and advertising initiative aimed at highlighting three organizational goals – infrastructure improvements (long-term vision), efficiency and customer service. The videos were created to add a digital component to North Carolina Ports’ marketing and advertising strategy which primarily focuses on print media.

The primary communications outlet used for the video campaign includes eblasts through existing advertising contracts with international trade publications. All videos utilized in the eblasts are linked directly to a designated landing page on the NC Ports [website](#) which provides additional information about the videos and the organization’s services. North Carolina Ports used international trade publications as the primary outlet in order to reach a larger audience. The publications were selected based on their target demographics and reach. Specifically, NC Ports chose publications that would provide the organization a greater reach of ocean carriers, BCOs and other maritime partners and agencies.

In addition to the use of international trade publications, all videos were provided to North Carolina Ports’ Executive Leadership, Business Development and Board of Directors for use with customers, future customers, maritime service partners and public speaking engagements. The videos were also shared across all social media platforms as an opportunity to educate and inform communities around North Carolina.

[WATCH THE VIDEOS HERE](#)

North Carolina Ports
2019 AAPA Communications Awards
Classification 8: Overall Campaign

Action Steps

Project timeline

October 2018

Determine concept and goals of each video and customers to be interviewed

November 2018

Draft a creative brief and storyboard for each video and finalize filming and interview schedules

December 2018

Filming and interviews conducted

January 2019

Video editing, graphic design and website landing page developed

February 2019

Final approval by North Carolina Ports Communications team

March 2019

Launch of videos on landing page, social media and first round of eblasts

April – June 2019

Second, third and fourth round of eblasts

Staffing

North Carolina Ports Senior Manager of Communications and Business Outreach worked with the organization's agency on record and outside video production team to create, film, edit and launch the *Our Ports. Their Stories.* video campaign.



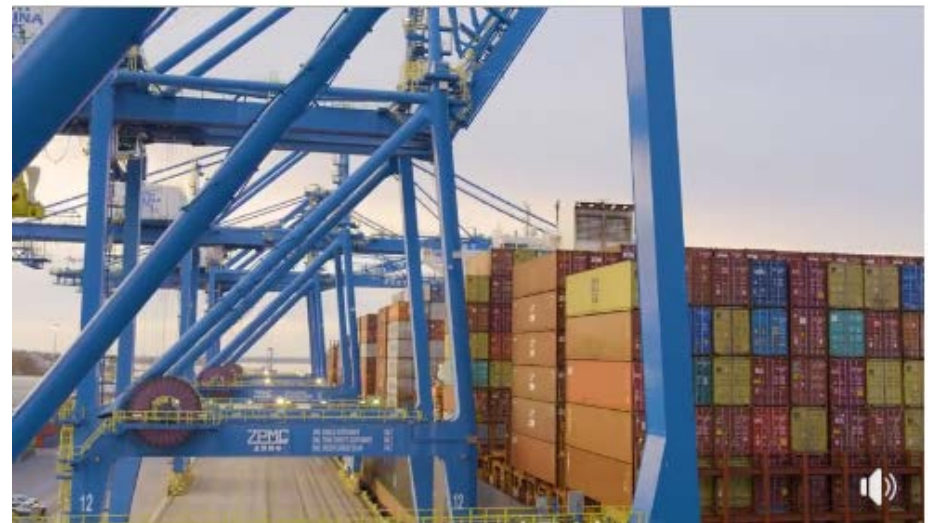
NC Ports is with ArcTransit and 3 others.



BIG NEWS: North Carolina Ports is expanding its capabilities to handle more cargo while maintaining the efficiencies our customers expect. Thanks to our \$200 million capital improvements plan, NC Ports is expanding its turning basin, doubling its container capacity, tripling on-terminal refrigerated plugs and installing a third neo-Panamax crane. It's one thing to hear it from us, now hear from our customers and partners on how these projects are impacting their businesses today and tomorrow!

Learn more about our improvements and hear other customer stories on our website: <https://ncports.com/port-improvements/customer-stories...>

#ncports #portofwilmington #portofprogress #bigshipready



CLICK ON PHOTO TO WATCH VISION VIDEO

[WATCH THE VIDEOS HERE](#)

North Carolina Ports
2019 AAPA Communications Awards
Classification 8: Overall Campaign

Outcomes and Evaluation Methods

Our Ports. Their Stories. video campaign is still in its initial outreach stages. The landing page was launched in early-March, the first video roll-out on social media was published in early-March and the first eblast was distributed in mid-March. The video campaign is already proving to be one of North Carolina Ports' more engaging landing pages on the website as well as one of the more engaging stories on social media. The campaign will continue with regularly scheduled eblasts through the end of FY19 (June 30, 2019).



[WATCH THE VIDEOS HERE](#)

North Carolina Ports
2019 AAPA Communications Awards
Classification 8: Overall Campaign

Outcomes and Evaluation Methods

Website metrics

(*data only available for March – launch month)

- *Our Ports. Their Stories.* Landing page netted over 1,700 video views
- Site sessions were up 16% compared to February
- The most viewed video was [Their Views. Our Vision.](#)

Media Metrics

(*data only available for March – launch month)

- Trade publication eblasts drove 256 site sessions, 949 video views and 49,091 impressions.

Social media metrics

(*includes all three videos as of April 30, 2019)

Facebook

Reach – 8,847

Engagements – 1,258

LinkedIn

Impressions – 15,376

Video views – 8,154

Twitter

Impressions – 4,100

Engagements – 104

Driven by efficiency. Powered by dedication.

North Carolina Ports could very well be called the Port of Getting It Done Faster. After all, we're known for our efficiency, responsiveness, and dedication to helping customers maximize opportunities and minimize wait time.

These competitive advantages haven't gone unnoticed.

"North Carolina Ports are by far and away the most efficient port that we serve," says Gary Winstead, President and CEO of A.R.C. Transit.



The port with the fastest turn times on the East Coast of the United States is getting even better. NC Ports has embarked a \$200 million capital improvements initiative designed to dramatically increase the speed, efficiency, and container capacity of the Port of Wilmington. These improvements include an expansion of the turning basin to allow ocean vessels measuring 1,150 feet (350.52 meters) by 158 feet (48.16 meters) to safely and efficiently turn around in Wilmington Harbor.

We're also working to deepen the Port's navigational channel to allow larger, deep-draft containers ships to access the Port of Wilmington, create a more efficient channel, and mitigate East Coast congestion. As this project begins, North Carolina Ports is assessing the impact of these improvements through the Wilmington Harbor Improvement Project Section 203 Study conducted by the North Carolina State Ports Authority via the U.S. Army Corps of Engineers.



In addition to our expansion plans, North Carolina Ports offers top notch efficiencies that simply can't be matched. The Port of Wilmington boasts some of the fastest truck turnaround times on the United States East Coast. The port also lacks waterside congestion enabling us to service vessels quickly upon arrival. Hear how these efficiencies are helping our customers and partners achieve more.

You can watch this videos and others on our website: <https://lnkd.in/e/jpf5SV>

#ncports #portofwilmington #portofprogress #portofefficiency



It is part of North Carolina Ports' mission to offer unparalleled customer service. This customer first commitment is carried out across all terminals at NC Ports – from Wilmington to Morehead City to Charlotte. We value our customers' need and keep them in mind as we press forward with our \$200 million capital improvements plan. Take a moment and discover how this commitment to partnerships helps our customers chart courses to new opportunities.

Watch this video and others on our website: <https://lnkd.in/e/UFmQJ>

#ncports #portofwilmington #portofmoreheadcity #portofprogress #portofpartnership



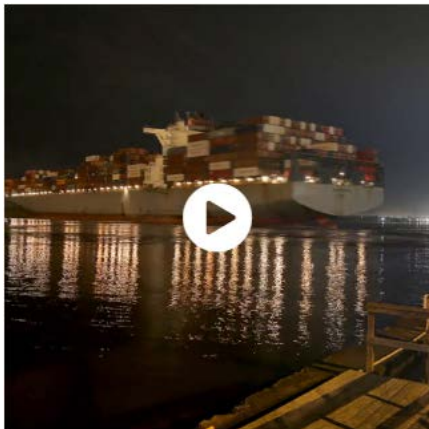
[WATCH THE VIDEOS HERE](#)

North Carolina Ports
2019 AAPA Communications Awards
Classification 8: Overall Campaign

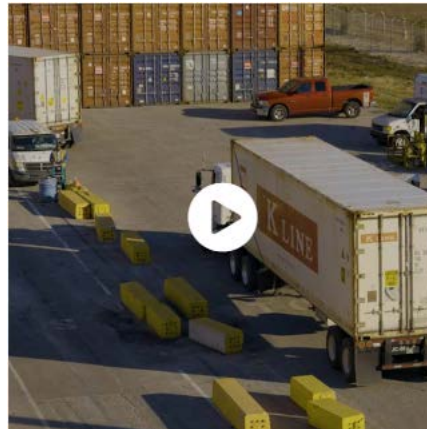
Our Ports. Their Stories.

Learn more about the video campaign and why customers choose North Carolina Ports by visiting the Customer Stories [website](#). You can watch all three videos by clicking on the icons below.

VISION



EFFICIENCY



PARTNERSHIP



CLICK ON EACH ICON TO WATCH THE VIDEOS