



2019

COMMUNICATIONS AWARDS PROGRAM

Port of Cleveland

The International
Transportation Hub of
America's Heartland

Video





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About

The Port of Cleveland is one of the largest ports on the Great Lakes. Over 20,000 jobs and \$3.5 billion in annual economic activity are tied to the roughly 13 million tons of cargo that move through Cleveland Harbor each year. The Port of Cleveland is the only local government agency whose sole mission is to spur job creation and economic vitality in Cuyahoga County.

Abstract

As a teaser for the Port of Cleveland's 50th anniversary, the Port created a brand anthem video to explain why the Port of Cleveland is "The International Transportation Hub of America's Heartland."

Audience

- Beneficial Cargo Owners (BCOs)
- Third-Party Logistics Providers
- Carriers (Salties/Lakers)
- Railway/Motor Carriers
- Associations & Memberships
- Policy-Makers
- Community & Government



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SMART Goals

- *Specific* goal established to increase brand awareness and engagement
- Performance *measured* by impressions and engagement..
- Results *achieved* by developing an entertaining video featuring compelling facts and vivid imagery
- Message was *relevant* to audience because it showed Cuyahoga County residents a side of the Port they have never experienced before and for those in the shipping community, provided a persuasive reason why they should choose the Port of Cleveland
- *Time* defined by the length of the marketing campaign from August 2018 to December 2018

Solution

- Video Production: <https://www.facebook.com/ThePortofCleveland/videos/vl.255741828376035/1904210586284347/?type=1>
- Marketing Tactics
 - Public Relations & Outreach
 - Social Media: Facebook, Twitter, Instagram, LinkedIn
 - Native Media

Results

- Views: 5,000+