

AAPA 2019 Communications Awards  
Port of New Orleans  
2018 State of the Port Video - “Galvanizing the Gateway”

Video Link: <https://www.youtube.com/watch?v=xO5DK-oU6Oo>

**Summary:**

The Port of New Orleans (Port NOLA) Communications team created a splash video to highlight recent Port successes to be released at the annual State of the Port address and used as a collateral piece throughout the year. The 2-minute video, “Galvanizing the Gateway,” features a tightly edited combination of high-impact images, minimal yet purposeful text, and dynamic music.



**1. Challenges or Opportunities**

Brandy D. Christian’s first State of the Port address as President and CEO in 2017 was based on the theme of “Just getting started” – that although much has been accomplished, bigger things were on the horizon and that we were moving forward with strategic purpose. A year later in 2018, all eyes were on her to see if the momentum continued. The strategic master plan had been set into action, and there was growth in all four of Port NOLA’s business lines – cargo, rail, industrial real estate and cruise. We also had to demonstrate to local governments and economic development entities that the Port was working to drive the economy throughout our entire jurisdiction, not just New Orleans. Much was accomplished in the year and there was much to talk about. It all had to be encapsulated in a concise and compelling format.

We wanted a powerful video that would be shown at the beginning of the programming to energize the audience and set a dynamic tone for Ms. Christian’s State of the Port. We also wanted to have an impactful collateral piece that could be used for at least the next six months across our communications channels to demonstrate the Port’s mission-driven direction. And it had to be short enough to engage and keep audience attention across digital platforms.

In order to include the latest Port news and initiatives, we had a short timeline before the state of the Port to create this video and a small budget, approximately \$1,000.

**2. Mission:**

The Port of New Orleans mission is: To drive regional economic prosperity by maximizing the flow of international trade and commerce as a modern Gateway. Our vision: Advancing global connections and infrastructure to exceed the needs of tomorrow.

Port NOLA is a modern multimodal gateway for global commerce and an in-demand cruise port. Our competitive edge comes from our ability to deliver seamless, integrated logistics solutions between river, rail and road.

The “Galvanizing the Gateway” video features several of Port NOLA’s major successes across all four of its lines of business: cargo, rail, industrial real estate and cruise, to demonstrate to the industry audience that the Port is making gains with purpose and is positioning itself as a leading gateway with seamless integrated transportation solutions. The video also demonstrates how the port is supporting its mission to drive economic growth across all three parishes within its jurisdiction.

### **3. Planning and Programming Components:**

#### **Overall goals/desired results:**

- A well-planned engaging video that serves to promote the Port of New Orleans, strengthen relationships, increase viewer understanding and attract new customers and cargos. This is done with modern design and compelling content that draws attention to success that the viewers want to be a part of and celebrate with Port NOLA.
- To set a dynamic tone for the 2018 State of the Port.
- To demonstrate to the industry audience that the Port is making gains and is positioning itself as a leading gateway with seamless integrated transportation solutions.  
To send a key message to regional audiences that the Port’s mission is to drive a freight-based economic prosperity across our entire jurisdiction.

**Objectives:** Create a video that would tell the story for the 2018 State of the Port of the growth the Port had experienced and highlight accomplishments that were achieved during the year, while explaining how we will continue to move into the future. This serves as a marketing tool offering news and developments about the Port and how we continue to drive economic development in the region.

**Measureable milestones include:** customer and shippers feedback in attendance at the 2018 State of the Port. We would measure the success of this video by audience response at various presentations throughout the year. Also, through social media engagement analytics.

**Audiences:** The “Galvanizing the Gateway” video’s primary audiences include Port customers and tenants, elected officials, members of the community, and media. All attendees of the 2018 State of the Port. Secondary audiences are followers of our social media platforms, including our YouTube channel, internal staff and our Board of Commissioners who use this piece to explain the work we do every day.

### **4. Actions & Outputs:**

**Strategies:** Port NOLA creates videos to be used as part of our overall communications strategy. State of the Port is a stage that allows us to highlight exciting news about the Port and our customers, important issues, as well as economic development news for New Orleans and the state of Louisiana.

- Dynamic music was chosen to reflect power, purpose and forward thinking.
- We implemented minimal yet purposeful text timed with music features and correlating images.
- Much thought went into what successes to include and in what order. All four lines of business are represented throughout the video, as well as partnerships.

- Even though the video was inclusive of all the above, it was limited to right at 2 minutes and the fast pace keeps the audience attention.

The Port NOLA communications team worked with local video production company Studio Vieux Carre to produce this video and one other for the State of the Port. Because we had a short timeline and small budget, we used all canned footage (previously shot video and stills) instead shooting new footage. We reserved the shooting time for the other video that would require several on-camera interviews with the people who work in the industry.

The public affairs team worked to premier this video at our annual 2018 State of the Port event where it was introduced by Port President and CEO, Brandy D. Christian.

It was screened to a room of 250 port industry stakeholders, elected officials and members of the media. It was also posted to our YouTube page, linked from other social media platforms, and the press release covering the State of the Port included a link to the webpage to garner additional media coverage.

Staffing was comprised of our Communications team (3 staff) and hiring a third-party vendor for actual video production.

#### **Tactics & Implementation Plan:**

- Two designated Communications staffers plan, write and edit the content for the video.
- A story board is created to lay out the production.
- A third Communications staffer sourced still images and b-roll.
- Video is edited and pieced together by vendor and then final production is available for rounds of review.
- The video is premiered at the 2018 State of the Port by our President & CEO.
- The video is posted onto our website, linked in the press release and shared on our social media platforms.

#### **5. Outcomes & Evaluation**

The video was measured as successful based on feedback from the initial viewers and the expertise of Port staff. Metrics concerning internet page views are being monitored and screenings of the videos during conferences and Port tours are also being measured to insure we are meeting our objectives.

##### **Metrics as of May 2019:**

Uploaded to Facebook as of Oct. 19, 2018:

People reached: 2,950

Total video views: 807

Post Engagement: 76 (51 likes, 5 loves, 3 comments, 17 shares)

Uploaded to YouTube on Oct. 17, 2018:

Total video views: 457 views

Video Engagement: 2 likes

Screenshots from Video:

