



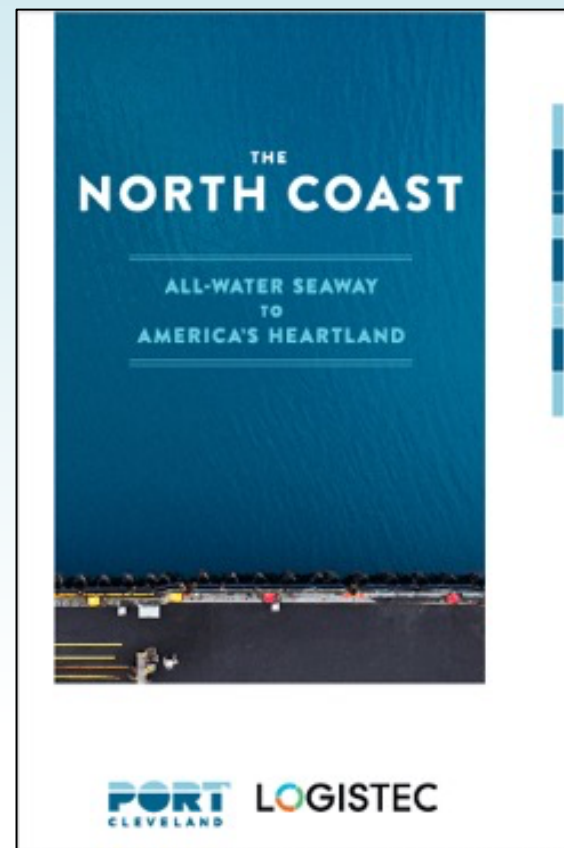
2020

COMMUNICATIONS AWARDS PROGRAM

Port of Cleveland

The North Coast

Advertising Campaign





About

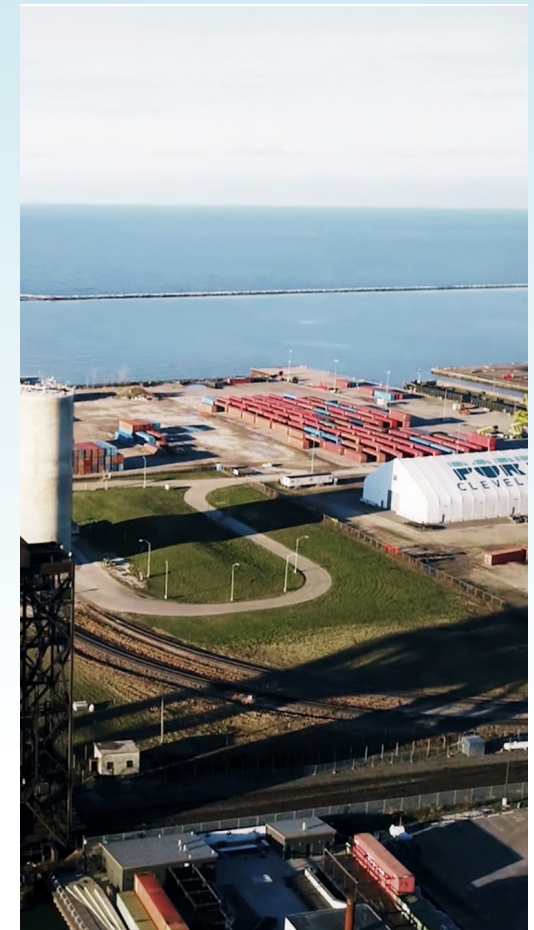
The Port of Cleveland is one of the largest ports on the Great Lakes. Over 20,000 jobs and \$3.5 billion in annual economic activity are tied to the roughly 13 million tons of cargo that move through Cleveland Harbor each year. The Port of Cleveland is the only local government agency whose sole mission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

Abstract

The Great Lakes is the uncharted opportunity for shippers, carriers and 3PLs.

Most logistics professionals are not aware of the route to import and export cargo to/from the Great Lakes by traversing the Atlantic Ocean to the St. Lawrence Seaway. Once in the Great Lakes Seaway System, direct access to America's Heartland, the Port of Cleveland's hinterlands — the major markets in Ohio, Pennsylvania and Michigan (i.e. Cleveland, Columbus, Detroit and Pittsburgh) that are directly accessible by just one day of trucking — provide access to a well-established and addressable 1.7 million TEU market.

This opportunity for shippers presents a challenge for the Port of Cleveland to capture the attention of shippers and educate them about this alternative to the west and east coast.



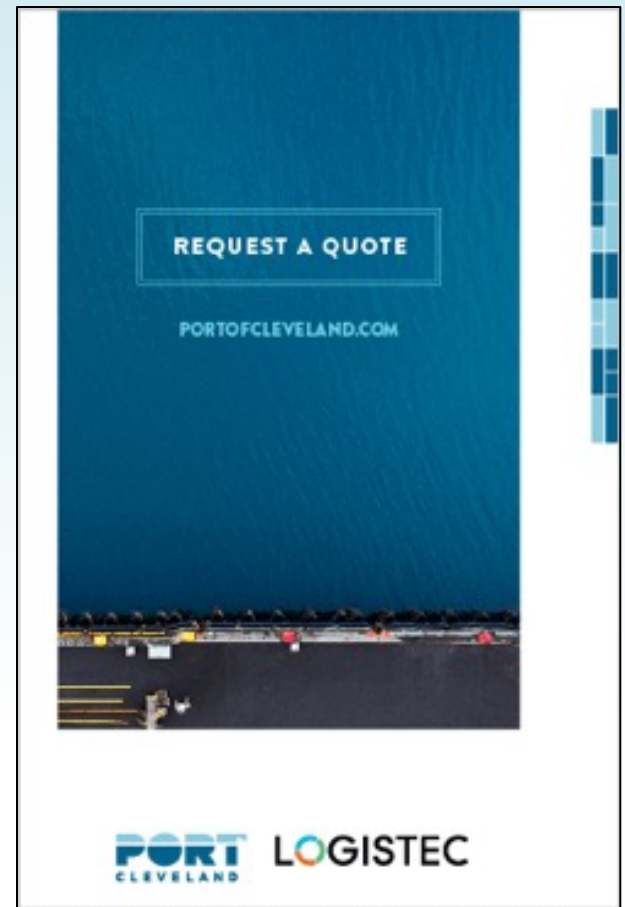
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Audience

- Ocean carriers
- Motor carriers
- BCOs
- 3PLs
- Trucking companies

SMART Goals

- *Specific* goal to increase brand awareness of the Port of Cleveland.
- Performance *measured* by media partner's reporting on impressions and social media followers.
- Results *achieved* by developing an educational advertising campaign that considers all stages of a modified "education" (vs. sales) funnel for this unique challenge:
 - Capture Attention (vs. Awareness)
 - Engage w/Senses (vs. Evaluate)
 - Convince w/Evidence (vs. Convert)
- The message is *relevant* to the audience because this shipping route alternative to the coastal ports offers significant competitive advantages to carriers, shippers and 3PLs.
- *Time* is defined as March 1, 2019 to December 31, 2019.



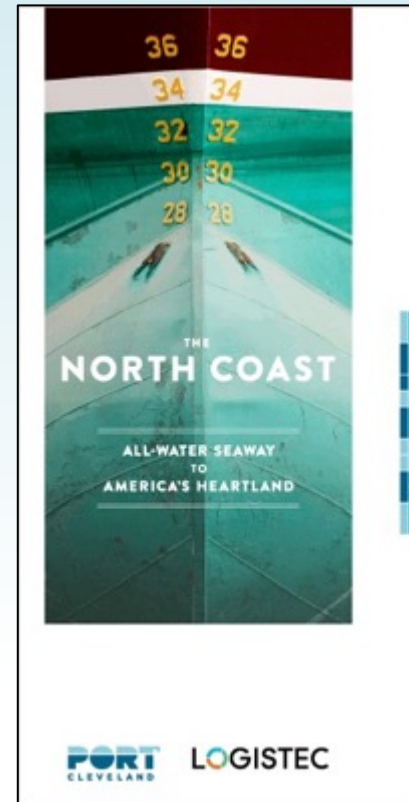


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Solution

An integrated advertising campaign that balances omnichannel and single channel paid media tactics while simultaneously utilizing messaging and creative to increase awareness.

- Paid Print: AAPA
- Paid Print/Digital: AJOT
- Paid Print: Great Lakes Seaway Review
- Paid Print/Digital: JOC
- Paid Digital: American Shipper
- Paid Print: IANA
- Paid Digital: Native Media - FB, Twitter, Instagram, LinkedIn
- Paid Digital: SEM
- Paid Digital Emails: AJOT
- Paid Digital Emails: JOC
- Paid Digital Whitepaper: JOC





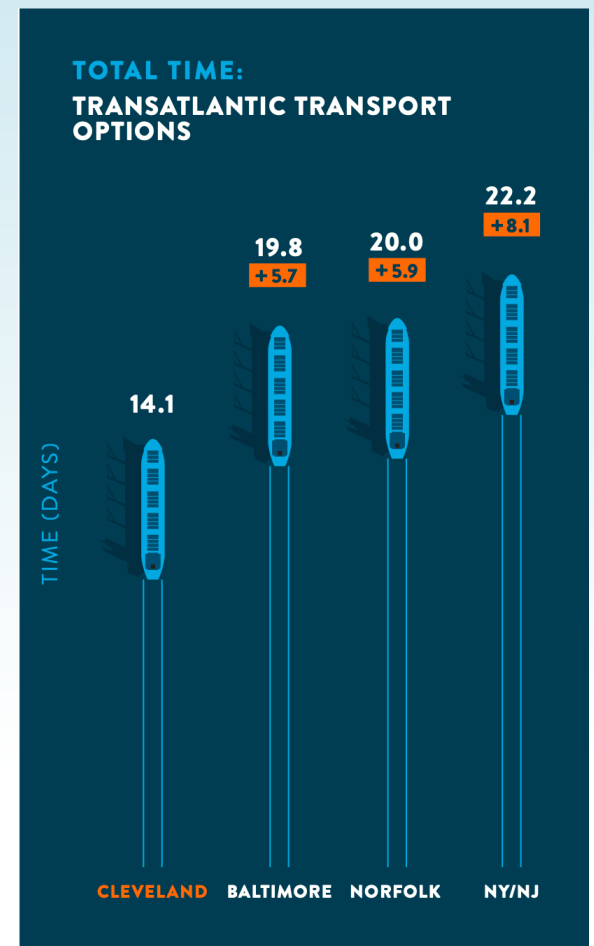
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Results

- Impressions: 4+ Million
- Followers: 25,000+ (^50%*)
- * YOY Comparison

Insights

- Perception of the brand changed
- Focusing solely on an educational awareness campaign presented a unique challenge as the inclination was to focus on traditional sales prospects, leads and conversions. Calibration was required during the campaign to revisit and reinforce the original goal
- In the future, the website will be used as the hub for all marketing activity.







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THE
NORTH COAST

ALL-WATER SEAWAY
TO
AMERICA'S HEARTLAND





SHIPPING LOGISTICS

CAPACITY ACCESS



REQUEST A QUOTE

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THE
NORTH COAST

ALL-WATER SEAWAY
TO
AMERICA'S HEARTLAND

PORT CLEVELAND LOGISTEC

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SHIPPING LOGISTICS

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UNCHARTED OPPORTUNITY FOR SHIPPERS

ACCESS TO AMERICA'S HEARTLAND & TRANSATLANTIC NORTH EUROPE SHIPPING

SHIPPING LOGISTICS CAPACITY ACCESS

PORT CLEVELAND

PORT OF CLEVELAND UNCHARTED OPPORTUNITY FOR SHIPPERS

AN UNTAPPED VIBRANT MARKET

One way the Port of Cleveland provides a competitive advantage for shippers is through the Cleveland-Europe Express. This route — which provides access to 4.5 million TEU per annum — connects the Northern European Region to the entire Great Lakes Region, linking key European ports like Antwerp, Rotterdam, Hamburg and various ports in the United Kingdom to the Port of Cleveland.

The Port of Cleveland is the first major U.S. port of call on the Great Lakes, connecting half of all U.S. households, businesses and manufacturing plants within an 8-hour drive of the port.

Offering direct access to America's Heartland, the Port of Cleveland's hinterlands — the major markets in Ohio, Pennsylvania and Michigan (i.e. Cleveland, Columbus, Detroit and Pittsburgh) that are directly accessible by just one day of trucking — provide access to a well-established and addressable 1.7 million TEU market.

DID YOU KNOW?

If the Great Lakes-St. Lawrence region* were a country, it would be the 3rd largest economy in the world with a combined GDP of more than \$6 trillion dollars.

* Includes the U.S. Great Lakes states of Wisconsin, Minnesota, Illinois, Indiana, Michigan, Ohio, Pennsylvania and New York as well as the Canadian Great Lakes provinces of Ontario and Quebec.

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TIME EFFICIENCIES

The Port of Cleveland's transport supply chain process linking the Port of Antwerp to the Port of Cleveland and the Great Lakes Region is a total of **six to ten days faster** than East Coast ports.

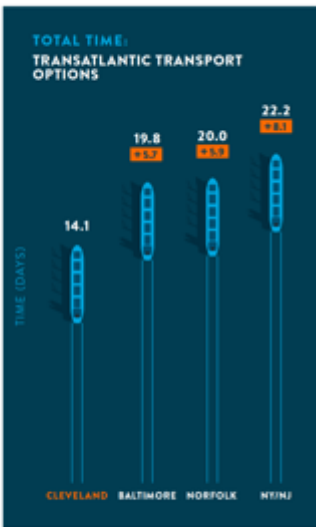
This transit time advantage is created by adding efficiencies from start to finish, capitalizing on capacity, location and market.

The Port handles a variety of cargoes including

- ▶ **STEEL**
- ▶ **WIND TURBINE COMPONENTS**
- ▶ **BULK PRODUCTS**
- ▶ **CONTAINERIZED CARGO**

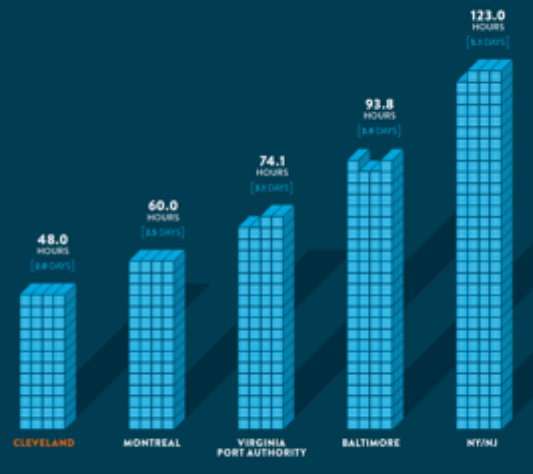
Overall, Cleveland Harbor's public and private terminals average 13 million tons of cargo annually. Port of Cleveland's terminal operator, LOGISTEC, handles bulk and general cargo including breakbulk, intermodal containers and project cargo that moves through the port.

The partnership between the Port and LOGISTEC promotes efficiencies in handling cargoes when a vessel arrives. Reducing the amount of time a container spends within a port is a key factor in the scope of the overall delivery process from origin to end-user. The Port of Cleveland's span of port days is minimal, totaling between 2.2 and 2.4 days, which is a full day faster than Montreal and Baltimore and a full three days faster than the US ports of NY/NJ and Norfolk, VA as well as Canada's Halifax.



|| PORT OF CLEVELAND UNCHARTED OPPORTUNITY FOR SHIPPERS

DWELL TIMES IN NORTH ATLANTIC REGION



The Port of Cleveland's inland geographic location enables cargo to remain on the vessel longer, thus placing the cargo much closer to its final destination and avoiding congested coastal ports. Ultimately, this reduces higher inland transportation costs, and is a greener, more environmentally friendly alternative.

Unpredictable dwell times affect the entire supply chain, creating a chain reaction of late pick-ups and drop-offs. At the Port of Cleveland, it's simple — shorter dwell time means less terminal congestion and savings for cargo owners, which creates a safer and more predictable supply chain.