

**AAPA 2020 Communications Awards**  
**Port of New Orleans**  
**Entry Category: Videos**

**Entry Title: 2019 State of the Port Video - “Opportunity Calls”**

Video Link: <https://www.youtube.com/watch?v=Sdo464IplSQ&feature=youtu.be>

**Summary:**

As we have in the past, 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, “Opportunity Calls” features a sharply edited combination of high-impact images, minimal yet purposeful text, and dynamic music.



Port NOLA: Opportunity Calls, We Answer

**1. Challenges or Opportunities**

One of the challenges of continued growth is to maintain the momentum set by previous State of the Port videos. Ever since the initial State of the Port address in 2017 by President and CEO Brandy D. Christian, the theme of “Just Getting Started” set the platform for future accomplishments and moving forward with strategic purpose. 2018 proved that the Port momentum was constant in bringing forth big developments, such as the strategic master plan, and growth in all four of Port NOLA’s business lines – cargo, rail, industrial real estate and cruise. The 2019 State of the Port video, “Opportunity Calls” had to demonstrate that the Port was delivering on its message to drive the economy throughout our entire jurisdiction, not just New Orleans. Much continues to be accomplished and the increasing numbers presented the successes gained in the last year, but also the opportunity on the horizon to do bigger and better things as we looked toward future growth.

We always strive for a powerful video to energize the audience and set a lively tone for the State of the Port, and continue to attempt creating a video that will keep demonstrating the Port’s mission-driven direction.

**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 “Opportunity Calls” 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 2019 State of the Port since it is used at the beginning of the presentation.
- To demonstrate to the industry audience that the Port is accomplishing its goals of making gains and 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 2019 State of the Port video that emphasizes the continued growth of the Port and highlights accomplishments that were achieved during the year, while mapping out the Port's journey into the future. This serves as a marketing tool offering news and developments about the Port and shows how we continue strengthening the gateway, historic acquisitions, and increasing the numbers to drive economic development in the region.

**Measureable milestones include:** Audience feedback in attendance at the 2019 State of the Port. Success of this video is measured by audience response at various presentations throughout the year. Also, through social media engagement analytics.

**Audiences:** The "Opportunity Calls" video's primary audiences include all attendees of the 2019 State of the Port; customers and tenants, elected officials, members of the community, and media. 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 and acquisitions. All three parishes in our jurisdiction are also represented.
- Even though the video is inclusive of all the above, it remains 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.

The public affairs team worked to premier this video at our annual 2019 State of the Port prior to bringing President and CEO Brandy D. Christian to the podium.

It was screened to a room of 300 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. The video is also included in our regular Port 101 presentation.

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 2019 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. It is also shown at all Port 101 presentations for the rest of the fiscal year.

**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 September 2019:

Uploaded to Facebook as of Sept. 11, 2019:

People reached: 2,890

Post Engagement: 420

Uploaded to YouTube on Sept. 12, 2019:

Total video views: 202 views

Video Engagement: 3 likes

Viewed by more than 1,000 people who attended the Port 101 presentations in our auditorium since the video was launched.

**More Screenshots from Video:**



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