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 Port of Cleveland operates tandem workboats, Flotsam & Jetsam, to clean and maintain the Cuyahoga River and Cleveland Harbor. Little known to the public, these workboats clear over 300,000 pounds of debris (logs, trash, bottles, straws, sticks, etc.) from the water each year. Because of the work of Flotsam & Jetsam, ships are able to clearly navigate the Cuyahoga River and recreational activities can happen in a safe environment.

Through this video, the public of Cuyahoga County can see the important work that Flotsam & Jetsam – and Port of Cleveland – do for the region.

Audience

- Cuyahoga County public

SMART Goals

- *Specific* goal established to increase brand awareness of the Port of Cleveland and Flotsam & Jetsam.
- Performance *measured* by views & engagement on social media.
- Results *achieved* working with area partners to learn about the impact Flotsam & Jetsam have on the region.
- Message was *relevant* to audience because it provided the audience first-hand information related to Port of Cleveland's and continued to show the investment the Port has in Environment & Infrastructure.
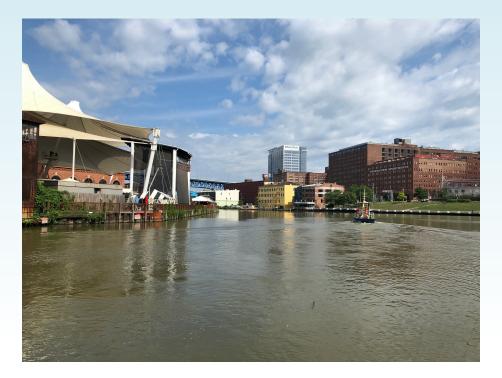- *Time* is defined as May 1, 2019 – July 31, 2019

Solution

Strategy
- Interview key stakeholders
- Curate shot list around Cleveland for various perspective

Promoting Video
- Social media posts (Facebook, Instagram, Twitter, LinkedIn)

Results

- 1 video
- Length: 3:12
- Total Organic Video Views: 2,000
- Total Organic Engagements: Approx. 515
- Total Organic Reach: Approx. 2,600

Flotsam & Jetsam // 3:12 // [Watch Here](#)