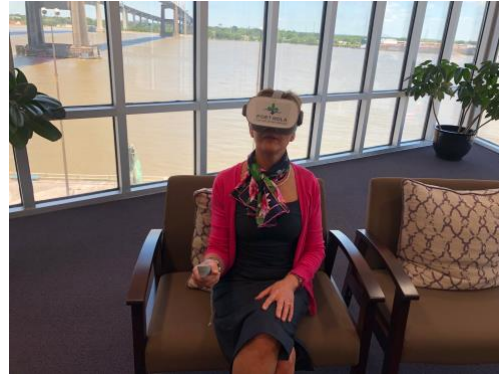


AAPA 2020 Communications Awards
Port of New Orleans
Entry Classification: Videos

Entry Title: Virtual Reality Video

Full Virtual Reality Video: <https://www.youtube.com/watch?v=LitQ4x3kVMo&t=8s>
Container Video: <https://www.youtube.com/watch?v=P1VMVZ8VMI>
Breakbulk Video: <https://www.youtube.com/watch?v=Hi4sFfjJmg8>



The Port of New Orleans (Port NOLA) created a virtual reality video to share with customers, visitors and the general public. The videos showcase what happens at our cargo terminals behind the floodwall without having to step foot onto the terminal.

This video premiered at a customer event, King Cake and Coffee, to showcase the facilities and advantages shipping at Port NOLA presents as well as our proximity to the river, access to 6 class I railroads, container-on-barge service and interstate highways.

The video can be viewed with or without a VR headset and is available on our website. Our virtual reality videos truly provide an immersive experience, and showcases the value of doing business with Port NOLA.



1. Challenges or Opportunities:

Our challenge was to make the Port visible and accessible to more stakeholders. We wanted to have an impactful tool that can continue to be used in the long term across all our communication channels—providing direct access to those in the industry who need an authentic visual of Port NOLA’s handling capabilities; and highlighting the port’s value as an economic engine to a broader audience.

Port NOLA’s competitive edge comes from our ability to deliver seamless, integrated logistics solutions between river, rail and road. We wanted to be able to deliver an innovative experience of a virtual tour to Port users or potential customers who are distantly operating either outside of our region, or globally.

In order to access cargo facilities at the Port of New Orleans you must have a government-issued Transportation Worker Identification Card or be escorted by someone who has one. The process is time consuming and requires several approval points. Adding to that, the Port is hidden from view for the most part by a miles-long floodwall between port facilities and the city. So, we are often challenged in explaining to our community how we operate and exactly how we contribute to their lives and livelihoods.

We also wanted a tool that provided an inside look at our operations so the general public, non-port users could see how the Port serves the state of Louisiana as a global gateway and economic engine.

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.

This video serves as a way to showcase those integrated logistics solutions by connection to the shipping and rail industries provided in the visuals and the messaging of our virtual reality video. It shows that we are connected and drive forward every day to play a larger part in our mission to create jobs and drive the economy for our jurisdiction and the state of Louisiana.

3. Planning and Programming Components:

Overall goals/desired results: A well-planned and engaging video that serves to highlight the success of the Port and what we have to offer those who choose to do business with us. We deliver at Port NOLA and are truly the #portnolagateway.

Objectives: To deliver an innovative experience of a virtual tour to Port users or potential customers who are distantly operating either outside of our region, or globally. Also, to be able to connect with students and the community to show them the work that Port NOLA does. We wanted to encourage a sense of connection for the viewer, addressing the community's need to better understand what we do and how our work serves the community directly and indirectly.

Measurables: We would measure the success of this video by audience response at various presentations throughout the year. Feedback from those audiences and also, through social media engagement analytics.

Audiences: The primary audience is port customers, potential port customers and community members with a desire to learn more about the services that we offer as well as our operations in general. Secondary audiences include internal staff and our Board of Commissioners who can use this visual piece to explain and share the valuable work we do every day.

4. Actions & Outputs:

Strategies:

- Idea came from the Port's Commercial Team to develop a virtual reality video that allows viewers from anywhere access to the Port.
- Staffing was comprised of our Communications Team (3 staff) and Commercial Team (3 staff).
- There was the hiring of a third-party vendor for actual video production.
- The virtual reality videos and headsets can now be transported with our Commercial Team for trips and trade shows to use to show our facilities while not being directly on site. As well as on international travel for customer meetings to be able to take a Port NOLA tour from wherever possible.
- They can also now be used as a way to give tours to groups and visitors without setting foot onto the terminal, particularly for students access via our Digital Learning Toolbox on our website, as well as for potential customers and current customers during the COVID-19 pandemic.
- Much thought went into what port jobs and facilities to feature. We engaged port tenants and operators to be included in the video to extend their own marketing efforts and showcase their services.
- The full video can be viewed in under 5 minutes with compelling content to hold audience attention.

Tactics & Implementation Plan:

- Internal team brainstorm including businesses to highlight including tenants and facilities.
- Select vendor based on proposals.
- Maverick VR, local New Orleans firm, was selected to shoot the video and produce the virtual reality.
- Port NOLA Communications staff developed outline of the script as well as a storyboard and shot list for production purposes.
- Communications and Commercial staff developed the script working closely with the Vice President of Public Affairs and our Chief Commercial Officer.
- Communications staffer and Commercial Team staffer escorted the videographer to develop needed shots, provided guidance and feedback.
- Maverick recruited local tourism leader and the voice of the New Orleans Saints Mark Romig to record the voiceover for the virtual video.
- Maverick edited shots and sent to Port NOLA for feedback.
- Port NOLA recommended edits.
- Maverick provided second round of edits, several communications staff and commercial staff review.
- Four useable VR headsets are delivered and links to download the full video, as well as the container video and breakbulk video separately.
- All three virtual reality videos are then posted to our YouTube channel for viewers to watch.
- The videos are also posted to all other social media channels and our website.
- Our Commercial staff begins to use them in their presentations.
- They are premiered at our King Cake and Coffee Event for customers at the Port.
- They are added to our Digital Learning Toolbox online as they are a key component to our tours and learning now that most of these activities are being done remotely in the COVID-19 era of social distancing. This is an important way for students, teachers and community to have access to see the Port, while tours and visitation have remained unavailable.

5. Outcomes & Evaluation:

The video was measured as successful based on feedback from the initial viewers and the expertise of Port staff. General anecdotal feedback is that the virtual reality video forms a strong connection with our viewers and provides anyone who is interested a 360 degree look inside what we do each and every day. 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.

The multimedia page views on the website since the video has been posted has reached 157 views.

The videos and headsets premiered at our King Cake and Coffee event in front of 50 stakeholders and customers. Our Commercial Manager also presented it on a big screen for all those in the audience to be able to view the interactive experience.

Photos from the event are here:

<https://portno.canto.com/b/Q8RHT>

The VR Video Headset in action here:

<https://portno.canto.com/b/JBB5T>

Metrics as of Feb 2020:

Uploaded to YouTube on Feb. 13, 2020:

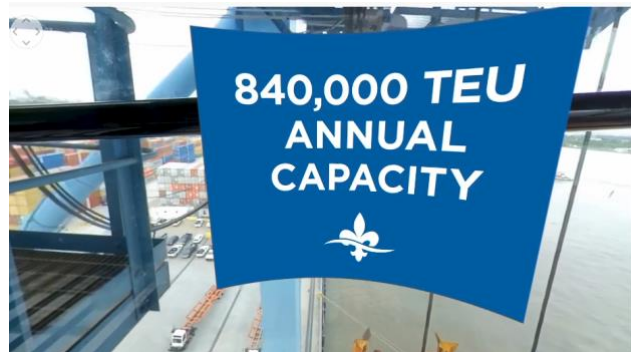
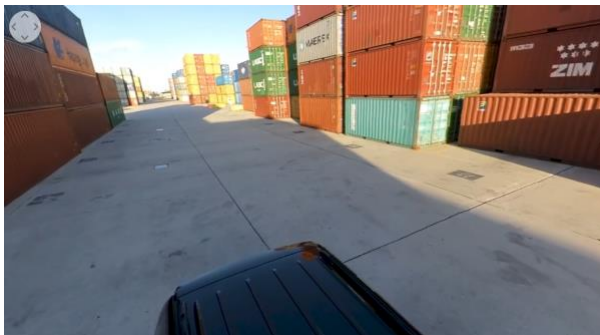
Total video views: 512

Facebook Engagement: More than 1k reached on Facebook with a single post and 66 people engaged with the post.

LinkedIn: The VR video has 1,303 impressions and 41 clicks along with 22 reactions.

Twitter: On Twitter the initial post had 1,954 impressions.

Video Screenshots:





<input type="checkbox"/>		<p>Port NOLA: 360 - Virtual Reality - Bre...</p> <p>Take an inside look at Port NOLA's breakbulk facilities from a virtual reality...</p>	Public	None	Feb 13, 2020 Published	78
<input type="checkbox"/>		<p>Port NOLA: 360 - Virtual Reality - Cont...</p> <p>Take an inside look at Port NOLA's Napoleon Ave. Container Terminal from ...</p>	Public	None	Feb 13, 2020 Published	133
<input type="checkbox"/>		<p>Port NOLA: 360 - Virtual Reality (Full)</p> <p>Take an inside look at Port NOLA from a virtual reality lens.</p>	Public	None	Feb 13, 2020 Published	301

 **Port of New Orleans**
March 11 · 🌐

Check out this virtual reality 360° look of the all the work happening behind the scenes at Port NOLA. #yourportyournola #yourworkingriver #portnolagateway



YOUTUBE.COM
Port NOLA: 360 - Virtual Reality (Full)
Take an inside look at Port NOLA from a virtual reality lens.

1,005 People Reached **66** Engagements [Boost Post](#)

   9 1 Comment 5 Shares

 Like  Comment  Share 

Port of New Orleans @PortNOLA
Check out this virtual reality 360° look of the all the work happening behind the scenes at Port NOLA. #yourportyournola #yourworkingriver #portnolagateway

[https://www.youtube.com/watch?v=LitQ4x3kVMo&t=6s ...](https://www.youtube.com/watch?v=LitQ4x3kVMo&t=6s...)

Impressions 1,954
times people saw this Tweet on Twitter

Media views 3
all views (autoplay and click) of your media are counted across videos, vines, gifs, and images

Total engagements 18
times people interacted with this Tweet