

Using Research to Inform Communications & Marketing Strategies

Monday, Oct. 28, 2019

*AAPA Communications and Marketing Seminar
Montreal, QC, Canada*



Presenters

Ellen Kennedy – Moderator

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Port Everglades
Fort Lauderdale, FL, USA



Bethany Welch – Panelist

Senior Manager, Communications & Business Outreach
North Carolina Ports
Wilmington, NC, USA



Lauren McCormick – Panelist

Public Affairs Manager
Port Freeport
Freeport, TX, USA



Marilyn Sandifur – Panelist

Spokesperson & Media/PR Specialist
Port of Oakland
Oakland, CA, USA



S.M.A.R.T. Objectives & Key Performance Indicators (KPIs)

- Specific
- Measurable
- Achievable/Attainable
- Realistic
- Time-bound

KPIs - Where does your organization want to go?

- Higher Revenue or Volume
- More Members or Customers
- Greater Satisfaction

Measured results earn PR a seat at the table.

Non-traditional measurements:

- How often your company is mentioned alongside key themes. – PR Daily
- The tone of the articles and/or social media activity regarding your company. – PR Daily
- Word-of-mouth is the primary driver of nearly 50% of purchases – PRWeek



Our Ports. Their Stories. Vision. Efficiency. Partnership.

*2019 AAPA Communications &
Marketing Conference*

Project Summary

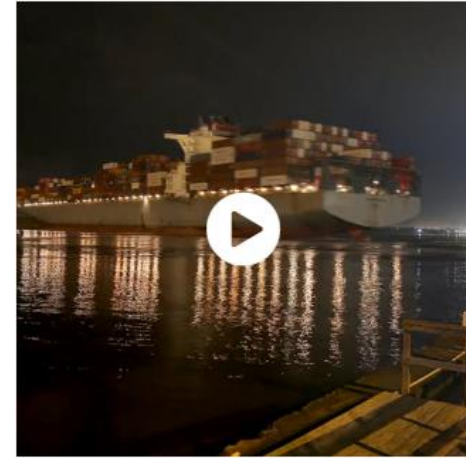
Our Ports. Their Stories. video campaign features three short videos aimed at highlighting key organizational goals – infrastructure improvements (long-term vision), efficiency and customer service.

Vision focuses on NC Ports' \$200 million capital improvements plan. Throughout the video, partners and customers discuss the importance of the investments the organization is making to modernize the Port of Wilmington.

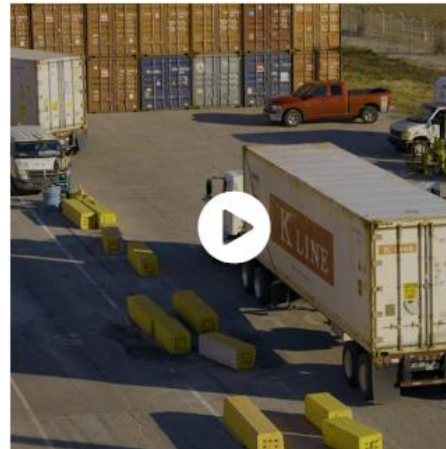
Efficiency highlights the first-in-class landside and waterside efficiencies at NC Ports' marine terminals. In this video, customers discuss the importance of the organization's efficiencies and how that impacts their business decisions.

Partnership features NC Ports' commitment to customer service. It is part of the organization's mission to uphold the highest level of customer service.

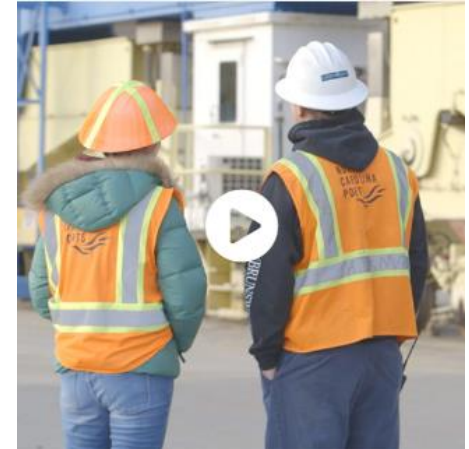
VISION



EFFICIENCY



PARTNERSHIP



Our Ports. Their Stories.

Campaign Details

The video campaign is an expanded marketing and advertising initiative aimed at highlighting three organizational objectives – infrastructure improvements (long-term vision), efficiency and customer service.

Goal

To attract new business to North Carolina's ports, educate existing customers on operational changes and improvements as well as educate the North Carolina community on NC Ports' business and long-term plans.

Execution

Utilize existing advertising contracts with international trade publications, a designated landing page on ncports.com, social media and Business Development team outreach with customers.

Project Opportunities & Challenges

Opportunities

- Highlight NC Ports' \$200 million capital improvements plan.
- Discuss terminal changes and impacts.
- Market capabilities like fast truck turn around times and vessel productivity.
- Support claims of growth, investment, efficiency and customer service.
- Offer first-hand customer experience.

Challenges

- Ensure existing customers and future customers know we can deliver on our promises.
- Ensure message of growth, investment, efficiency and customer service wasn't getting lost because of proximity of competitors.

Planning and Programming

Project timeline

October 2018

Determine concept and goals of each video and customers to be interviewed

November 2018

Draft a creative brief and storyboard for each video and finalize filming and interview schedules

December 2018

Filming and interviews conducted

January 2019

Video editing, graphic design and website landing page developed

February 2019

Final approval by North Carolina Ports Communications team

March 2019

Launch of videos on landing page, social media and first round of eblasts

April – June 2019

Second, third and fourth round of eblasts

Primary audience

Beneficial cargo owners

Ocean carriers

Customers

Maritime service partners

Secondary audience

Local, regional and state leaders

Local, regional and state communities



CAPTAIN GLENN TURBEVILLE

*General Manager and VP,
McAllister Towing*

McAllister is celebrating 150 years in in marine transportation.



NICK PERKINS

*Plant Manager,
ACME Smoked Fish*

A major purveyor of smoked fish to the finest establishments.



GARY WINSTEAD

*President and CEO
of A.R.C. Transit*

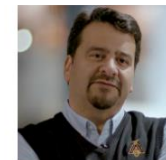
Serving importers and exporters throughout the U.S.



CAPTAIN SCOTT ALDRIDGE

*River Pilot,
Cape Fear River Pilots*

Navigating the world to the Port of Wilmington.



FELIPE ESPINOSA

*Director of Manufacturing,
ACME Smoked Fish*

A major purveyor of smoked fish to the finest establishments.



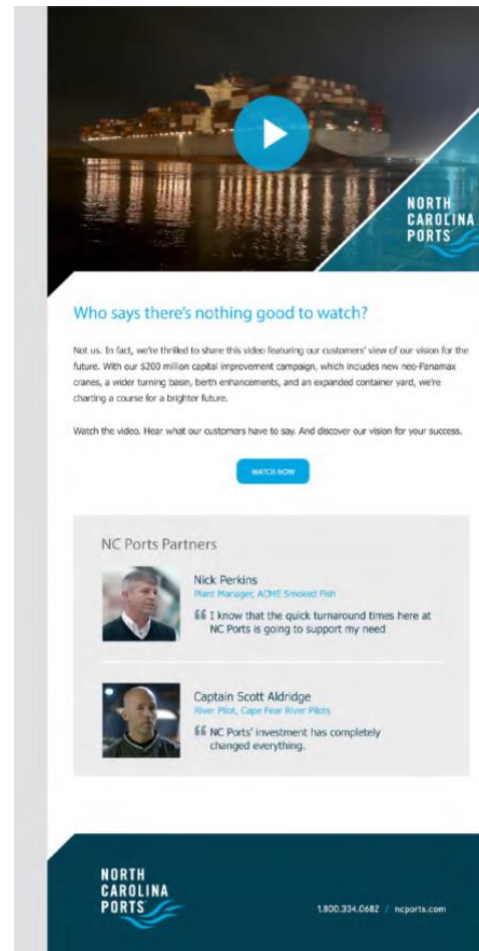
SAM DUGGINS

*Owner-operator leased
to A.R.C. Transit*

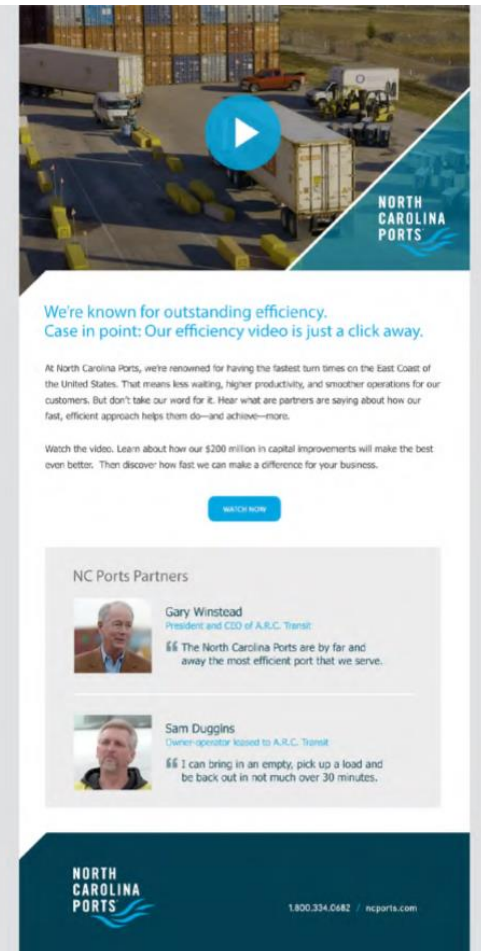
Serving importers and exporters throughout the U.S.

Objectives and Milestones

- Send eblasts utilizing existing advertising contracts with international trade publications.
- Drive traffic to the designated *Our Ports. Their Stories.* landing page on the NC Ports [website](#) via eblasts and social media posts.
- Generate calls and inquiries to the North Carolina Ports Business Development team for potential new business.
- Generate likes, comments, shares and other interactions across all social media platforms.



VISION EBLAST



EFFICIENCY EBLAST

Outcomes and Evaluation

Website metrics

- *Our Ports. Their Stories.* Landing page netted over 1,700 video views
- Site sessions were up 16% compared to February
- The most viewed video was *Their Views. Our Vision.*

Media Metrics

- Trade publication eblasts drove 256 site sessions, 949 video views and 49,091 impressions.

Social media metrics

Facebook

Reach – 8,847

Engagements – 1,258

LinkedIn

Impressions – 15,376

Video views – 8,154

Twitter

Impressions – 4,100

Engagements – 104



NC Ports is with ArcTransit and 3 others.

...

BIG NEWS: North Carolina Ports is expanding its capabilities to handle more cargo while maintaining the efficiencies our customers expect. Thanks to our \$200 million capital improvements plan, NC Ports is expanding its turning basin, doubling its container capacity, tripling on-terminal refrigerated plugs and installing a third neo-Panamax crane. It's one thing to hear it from us, now hear from our customers and partners on how these projects are impacting their businesses today and tomorrow!

Learn more about our improvements and hear other customer stories on our website: <https://ncports.com/port-improvements/customer-stories...>

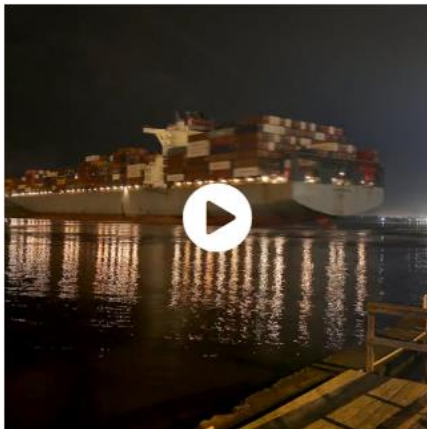
#ncports #portofwilmington #portofprogress #bigshipready



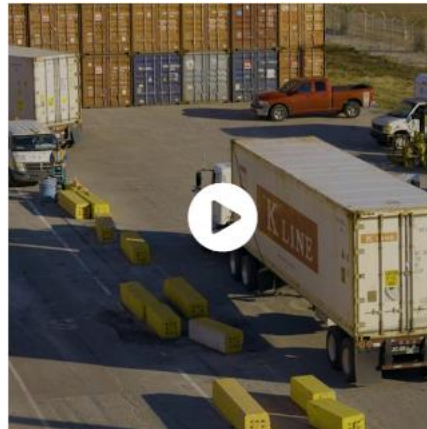
Our Ports. Their Stories.

Learn more about the video campaign and why customers choose North Carolina Ports by visiting the Customer Stories [website](#). You can watch all three videos by clicking on the icons below.

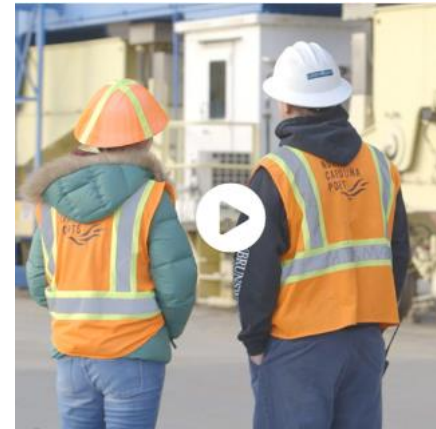
VISION



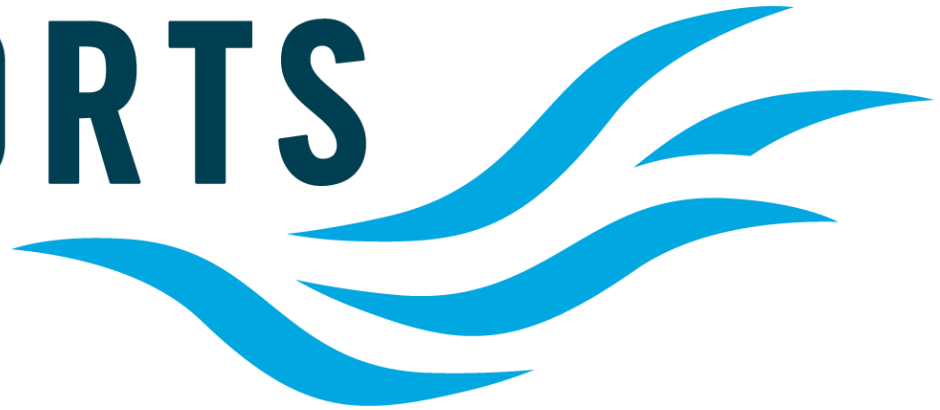
EFFICIENCY



PARTNERSHIP



NORTH CAROLINA PORTS



**PORT
FREEPORT IS
GROWING**

The image features a yellow port crane lifting a container, with the text 'PORT FREEPORT IS GROWING' overlaid in large, bold, white letters. The text is arranged in three lines: 'PORT' on the top line, 'FREEPORT IS' on the middle line, and 'GROWING' on the bottom line. The letters are white with a slight blue gradient and a drop shadow, making them stand out against the dark blue background. The crane and container are visible through the letters, particularly in the 'GROWING' part.

Bigger, Deeper, Wider

Strategic initiatives supporting Port's Vision:

- Freeport Harbor Channel deepening and widening
- Buildout of the Port's Container Handling Facilities
- Development of rail-served warehousing and distribution facilities
- Supporting development of a rail and highway transportation corridor from Freeport to Rosenberg

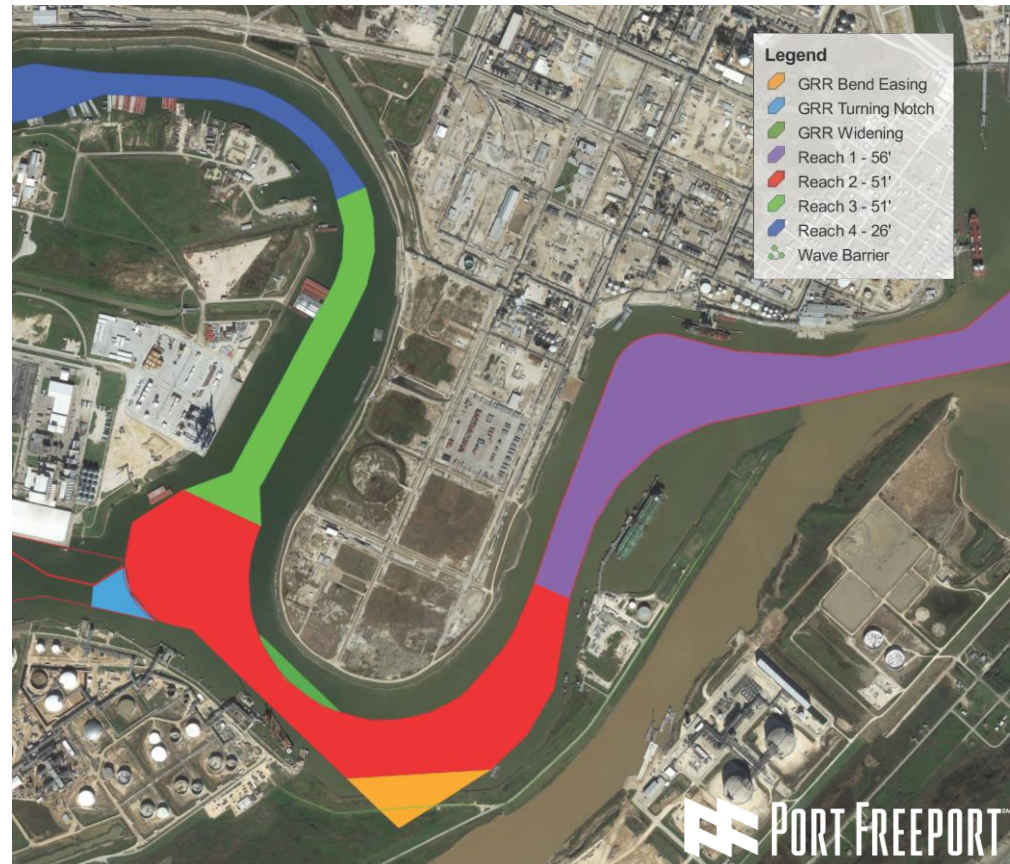


Freeport Harbor Channel Improvement Project

Deepens the channel

- Current depth – 46 feet
- Project depth – 51-56 feet

Port Freeport will be the
Deepest Port in Texas

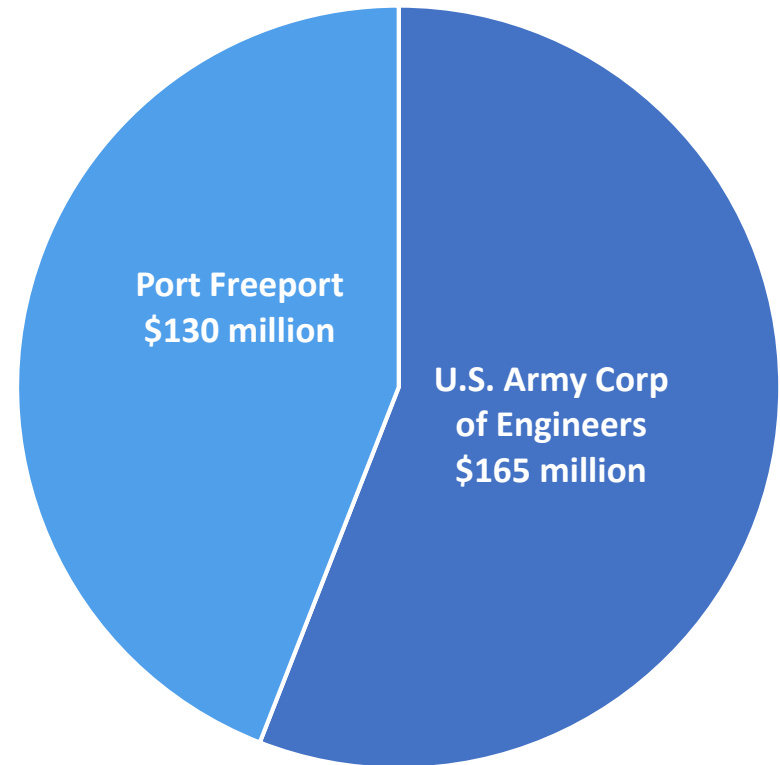


Freeport Harbor Channel Improvement Project

Federal cost-shared project
authorized by Congress in 2014

More than half of the
Channel Project is expected
to be paid with federal funds

Total Cost to Construct
\$295 Million



Local Election – May 5, 2018

Port Freeport – Proposition A

- ☐ FOR "THE ISSUANCE OF \$130,000,000 OF BONDS
FOR THE PURPOSE OF IMPROVING,
CONSTRUCTING, OR DEVELOPING THE
FREEPORT HARBOR CHANNEL IMPROVEMENT
PROJECT, AND THE LEVYING OF THE TAX IN
PAYMENT THEREOF"
- ☐ AGAINST

As a government entity, Port Freeport must have voter approval to issue bonds for capital improvement projects.



Goal

Inform community of importance of:

- Port
- Freeport Harbor Channel Improvement Project
- 2018 Bond Package

Plan

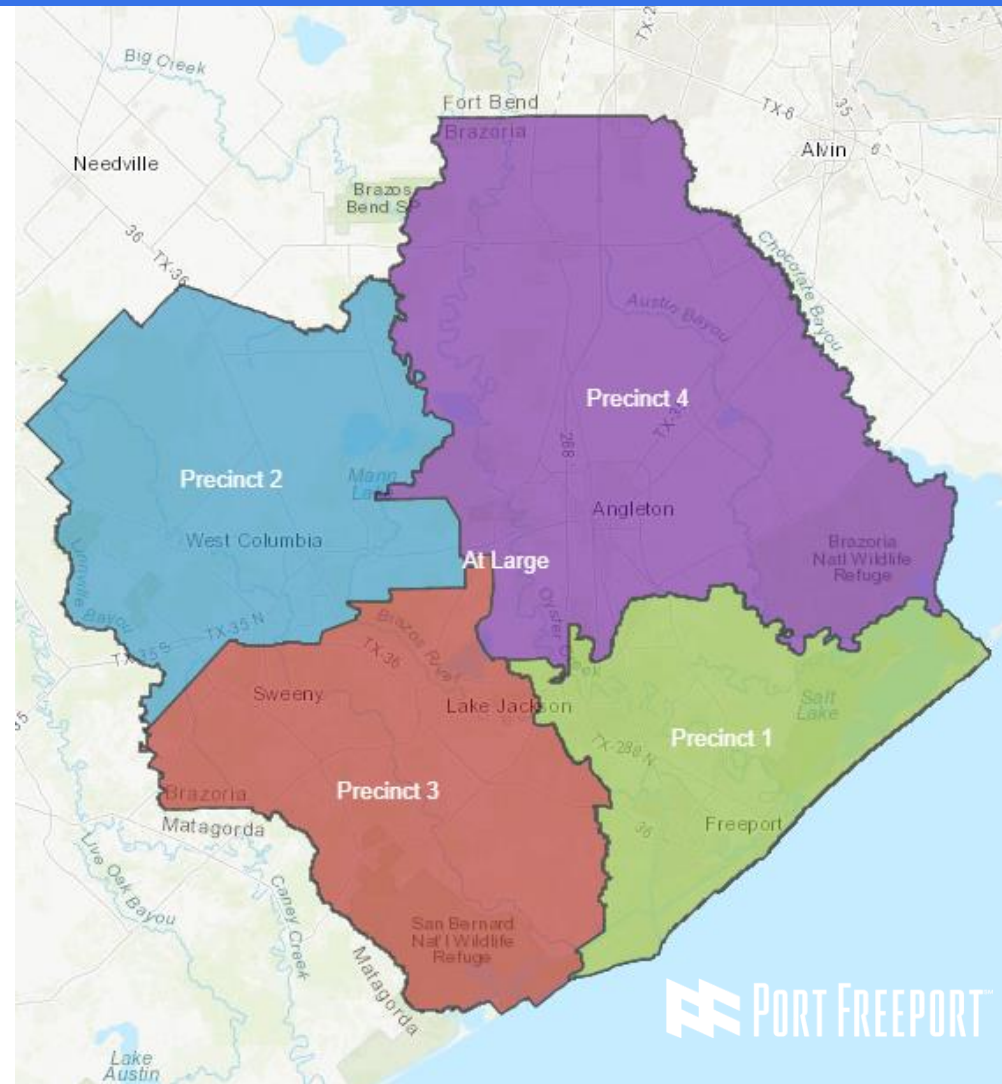
- Press releases
- Micro-website
- Printed informational materials
- Community presentations
- Media coverage
- Brand ambassadors



 PORT FREEPORT™

Target Audience

- Covers 87% of county (roughly 1,100 sq. miles)
- Diverse audiences
 - Residents/Voters
 - Over 15 cities/villages within the district
 - Industry
 - State and federal stakeholders
 - Port partners
 - Surrounding communities



Research and Analysis

- Demographics
 - Voting records
- Key issues of importance for identified segments
 - Engagement with civic, educational, and political organizations
 - Personal conversations



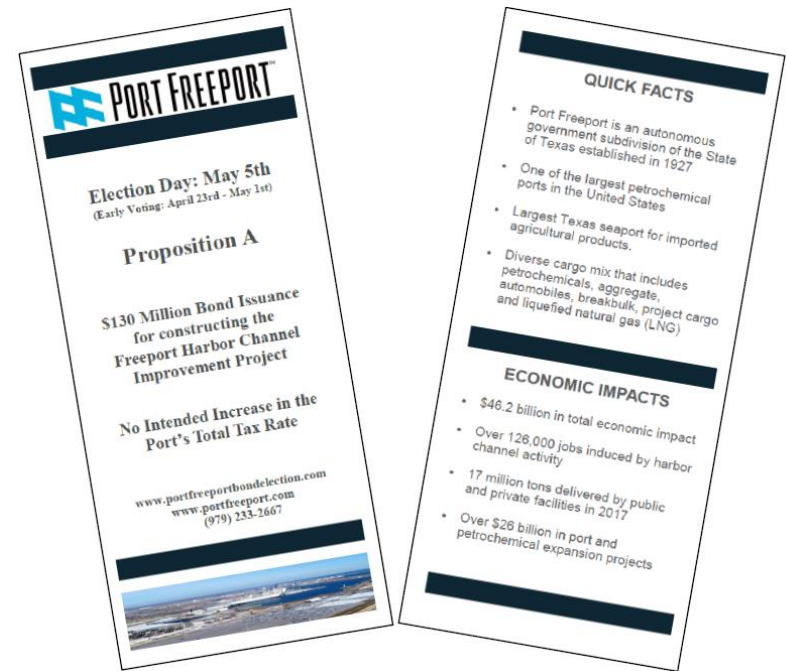
Challenges

- Cost to do research
 - Surveys
- Time frame
- Restrictions regarding “campaigning”
- Misinformation
- Opposition
 - Focus on the supporters, instead of combatting the opposition



Key Campaign Components

- Printed materials
 - Short and simple fact cards
- Community presentations
 - Covered the district
 - Tailored to audience
- FAQ section
 - Working document
 - On the website
 - Eliminated responding to multiple inquiries
- Brand ambassadors
 - Staff
 - Commissioners
 - Community leaders



Bond Package Approved by Voters May 2018

Port Freeport – Proposition A

☒ FOR

☐ AGAINST

"THE ISSUANCE OF \$130,000,000 OF BONDS FOR THE PURPOSE OF IMPROVING, CONSTRUCTING, OR DEVELOPING THE FREEPORT HARBOR CHANNEL IMPROVEMENT PROJECT, AND THE LEVYING OF THE TAX IN PAYMENT THEREOF"



 PORT FREEPORT™



PORT FREEPORT

www.portfreeport.com

www.portfreeportbondelection.com

(979) 233-2667





PORT OF OAKLAND

AAPA Montreal Oct. 2019



Communications Seminar Growing our Business campaign Outcomes and Measurement

Port of Oakland mission

The Port of Oakland's mission is to be fiscally sound and grow its business for the benefit of customers, employees and the communities it serves.

Port's three lines of business

Aviation



Commercial Real Estate



Maritime



Expanding cargo volume



Oakland International Container Terminal

- North America ports compete for business
- Global trade growth moderates to single digits
- A trade war threatens growth

Strategic Plan Growth



Drivers for Growth

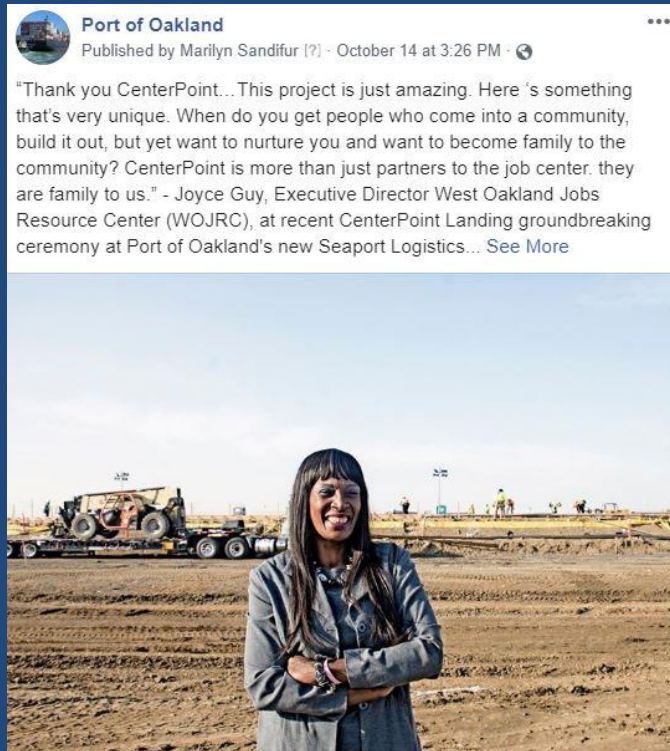
Significant investment

Transformed operations

New logistics capabilities



Communications Program



- Print
- Electronic
- Social Media
- Face-to-face meetings

Port of Oakland key message points

- Investor faith in Oakland is building an unrivaled growth platform
- Oakland has never been in a stronger position



Outcomes

- Positive perceptions
- Influenced desired stakeholder behaviors
- Business and industry leaders reacted favorably
- Third party advocates praised Oakland's progress

Metric

Increased communication volume

- 12 press releases a month vs 10.5 prior year
- Average 5.7 stories, per day, seven days a week, about Port of Oakland in traditional media vs 4 in prior year
- Average three videos per month, up from one a month in prior year
- Social media posts per month up 3.5 percent; increased Port of Oakland Facebook followers by 17 percent
- 2,474 LiveChats, up 5 percent from prior year

Record cargo

- 2.55 million TEUs
- 5.2 percent growth



Metric



Shaping perceptions

- Negative Port of Oakland social media perceptions - down 3 %
- Positive Port perceptions in traditional media 71 % percent (target 70 %)
- Negative Port perception in traditional media steady at 11 %

Metric

Publicly expressed perceptions of key 3rd party influencers

- “Oakland is the best productivity port on the coast.”
- Ed DeNike, President SSA Containers
- “What sets Oakland apart from competitors is its close-knit network of stakeholders including shippers, labor, freight forwarders and carriers.” – Kevin Bulger, Apex Maritime

Metric

Publicly expressed perceptions of key 3rd party influencers

- “Oakland is growing strongly and I’d like find out more about it.” – Paul Avery, Editor, World Cargo News
- “Oakland is now focusing on developments within the harbor footprint, that will improve efficiency and differentiate it from other U.S. ports.” – Colliers
- “Oakland has an inherent, solid base in being the natural outlet for the huge volume of farming exports from California’s Central Valley.” – Port Strategy magazine

Media



- Press releases
- Social Media
- Videos
- Newsletters
- Website
- Microsites
- Intranet Port360



PORT OF OAKLAND



WWW.PORTOFOAKLAND.COM

**It's our job as PR pros to
take this bounty of data
and use it to tell a
captivating story.
– PRWeek**