

Port of Vancouver USA

Miscellaneous Entry: “Happy Holidays from the Port of Vancouver” – This animated electronic holiday greeting card was developed for and distributed to port customers, clients, tenants, business partners, elected and appointed government officials, neighborhood associations and community contacts in December 2007 with the goal of showing each of the port’s “pride points” (river, road and rail connections; its new mobile harbor crane; its productive longshore labor; and its warehousing capabilities). The port retained and analyzed the feedback it received from its holiday card distribution, noting “feedback was overwhelmingly positive and fun.”