



The Port That Never Sleeps

Run time: 2:05

<https://www.youtube.com/watch?v=06Pk-nG5kZo>

Summary

The Port That Never Sleeps includes fast-paced highlights of Georgia Ports' FY2018 accomplishments. The two-minute video featuring massive ships and non-stop cranes demonstrates the speed and energy of terminal operations at the GPA.

This video debuted in September at the 2018 State of the Port address to an audience of more than 1,300 business leaders, customers, elected officials and media. It is now used as the beginning of almost every presentation given by the executive and sales teams among others.

Communications challenges and opportunities

The communications team was tasked with creating a video that would start GPA's State of the Port Presentation on a note of excitement and anticipation. GPA Executive Director Griff Lynch wanted to make people stand up and cheer like they were part of something exciting. GPA also wanted to remind customers the reasons they choose to move cargo through GPA, including big ship capacity, sufficient infrastructure and unmatched customer service.

This was a tall order for what, at times, has been a static business lunch and PowerPoint. People come to the State of the Port expecting a review of stats and facts. This year we wanted them to get that valuable information, but to also have an emotional connection to it.

This tall order required months of planning, shooting, coordination and revisions.

Overall Mission

The mission of the Georgia Ports Authority is to empower entrepreneurs, strengthen industries, sustain communities, and fortify families by relentlessly striving to accelerate global commerce.

This video perfectly illustrates the acceleration of global commerce while highlighting the nearly 440,000 jobs GPA supports, both directly and indirectly across Georgia.



Planning and Programming

GOAL: To set an exciting and positive stage for GPA's executive director to open the 2017 State of the Port event, as well as to give the sales and executive teams a tool to engage audiences when they give presentations or attend meetings.

OBJECTIVES:

- 1,000 in-person views from local business leaders at the Savannah State of the Port
- Surpass 1,000 views on YouTube
- 5,000 impressions on social media

TARGET AUDIENCE: Business Partners and Stakeholders

SECONDARY AUDIENCE: GPA's social media followers

The video was created to be shown in front of GPA's most influential stakeholders at the annual State of the Port address. The concentration of the video was to make every partner in the room, from longshoreman to customer to port employee, excited to be a part of the economic driver that is the port.

Actions and Outputs

The team coordinated drone and video shoots throughout the fiscal year of milestones as they happened. These included the arrivals of some of the largest vessels to ever call the East Coast, the groundbreaking of a major infrastructure project, as well as dawn shoots to illustrate the "The Port That Never Sleeps."

Business Highlights:

The video includes the most relevant quick facts from FY2018 for stakeholders and customers.

Music:

Much thought and effort was put into finding the ideal piece of music, one with a driving beat that really pushed the momentum along. Once the music was chosen, the editors used it to punctuate transitions from image to image.

Production:

The communications team managed and directed the project's creative. A contracted video company executed GPA's team vision. Planning began in May for the September roll-out and video production ran June-August with editing throughout.



Following the debut, the video was shared through social media channels targeting stakeholders and partners who were not able to attend the State of the Port.

Timeline:

May 2018: GPA Corporate Communications met with a contracted production firm to brainstorm ideas for this video. The company presented music choices and the team immediately agreed on the piece that was chosen.

June 2018: The music guided shot choices as the video was created. Two extremely early morning shoots, one at the Garden City Terminal and one at Ocean Terminal, allowed the production team to show the change from day to night and illustrate the theme, "The Port That Never Sleeps."

July 2018: New footage was edited with existing b-roll for the final shot list. Corporate Communications gathered data and created text with the year's highlights to include.

August 2018: Final editing and approvals from all teams.

September 2018: Video debuted at the Savannah State of the Port address.

Outcomes

RESULTS: The desired effect — to cue up an excited audience of viewers for the State of the Port address — was achieved. Anecdotal feedback from stakeholders called it the best address ever. Viewers were excited about the video and many immediately requested the link to share with their own audiences.

Another key indicator of the video's success, although a challenge to measure, is the amount of ongoing use it is getting from GPA sales people, partners and customers.

Objective: 1,000 in-person views from local business leaders at the State of the Port

Result: The sold-out event reached 1,300 people, including local media

Objective: Surpass 1,000 views on YouTube

Result: The video has 2,000 views and counting.



Objective: 5,000 impressions on social media

Result: Total social reach: 10,022 impressions, 834 engagements

Facebook

- 5,431 impressions
- 634 engagements

Twitter

- 1,200 impressions
- 19 engagements

LinkedIn

- 3,391 impressions
- 152 engagements