



2019 AAPA COMMUNICATION AWARDS SUBMISSION

Port of Baltimore

“Happy Halloween From Captain Trash Wheel”

Classification 13: Videos

Port Category: 3

Summary:



As a nod to Baltimore’s own Edgar Allan Poe, the Port of Baltimore thought it would be great for Captain Trash Wheel to wish its followers a Happy Halloween while celebrating its accomplishments. Out of Baltimore’s three trash wheels that the Port of Baltimore supports in various ways, Captain Trash Wheel is targeted as kid friendly because of its home at the Masonville Cove Environmental Education Center. With Captain Trash Wheel’s personality conveyed as an illustration, the Port attempted to bring it to life.

“Happy Halloween From Captain Trash Wheel” did just that on Facebook, Twitter and Instagram.

1. What are/ were the entry’s specific communications challenges or opportunities?

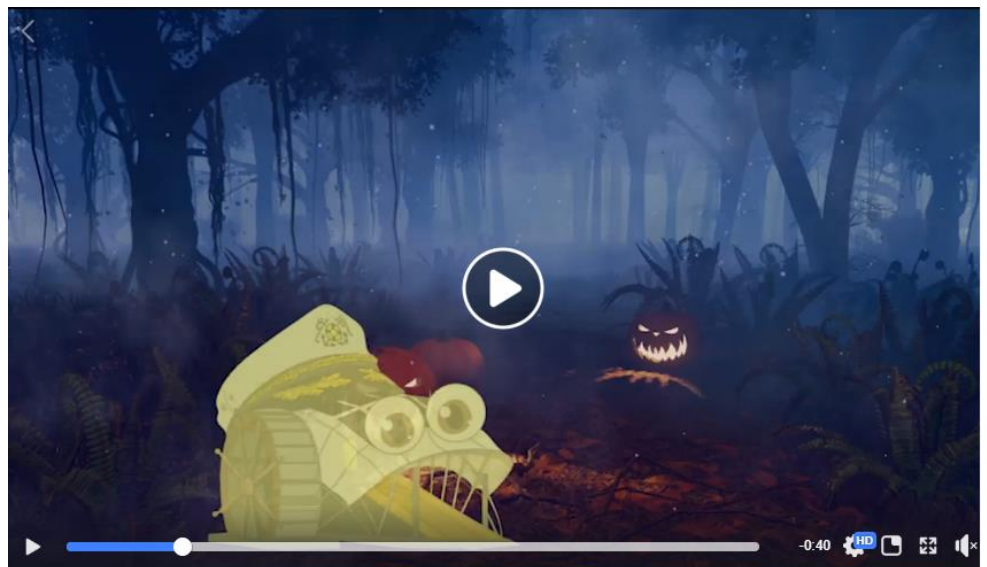
This video was used to announce the latest trash collection numbers for Captain Trash Wheel, which was only four months into service. Captain Trash Wheel’s purpose is to collect trash and debris in Baltimore Harbor. Halloween was decided as the day to announce the amount of trash collected given how popular the holiday is with children.

Shortly before Halloween, an idea to develop this concept was realized. The MDOT MPA drafted the poem, voiced the Captain and edit the video. All in-house.

A subscription to Getty Images allowed us to acquire the moon, fog, Halloween forest background, sign cut-out, animated treasure chest, bats, typewriter, plastic bottles and more.

The Captain needed to have a Halloween look to it, so we placed a candle inside of the Captain, bring its opacity down and make the candle flicker (and the trash wheel flicker) using After Effects. We had to use tracking to move the Captain across the screen and figure out how to pile up the garbage bags timed in the sequence.

We had to assemble the correct logos on the Masonville Cove sign to make it appear like the real sign, find free sound effects on YouTube and clip those together



Happy Halloween From Captain Trash Wheel Like Comment Share
Captain Trash Wheel 18 1 Comment 19 Shares

in the right spots of the video and apply After Effects rain simulation.

Staff initially hoped to use Adobe Character Animator to turn Captain Trash Wheel into a truly animated cartoon, but quickly realized it would be too much to do in a short time.

2. How does the communication used in this entry complement the organization's overall mission?

Captain Trash Wheel feeds into the Port of Baltimore's GreenPort initiative, which focuses on doing business in a way that limits negative impacts to the environment. This video shows what Captain Trash Wheel is all about while also showing how much litter destined for the Chesapeake Bay is captured by Captain Trash Wheel.

With Captain Trash Wheel in its infancy, the goal is to create engaging posts that can build reach to help boost the page's follower count and awareness.

To do so, the post still had to be on message touting the trash wheel's accomplishments, specifically collecting trash from Baltimore Harbor.

3. What were the communications planning and programming components used for this entry?

The MDOT MPA focused on self-defined "proactive social media" that is produced feature storytelling.

This story about students visiting Port facilities for educational purposes demonstrates the unique stories at the Port that go beyond announcements about cargo. The story also demonstrates how the Port is a good steward of the environment.



4. What actions were taken and what communication outputs were employed in this entry?

This art-driven project was assembled through using Illustrator, Photoshop, After Effects and Premiere Pro, configured for social media, and pushed out on Facebook, Twitter and Instagram.

An original poem was composed to serve as the basis of the script, and is as follows:

"Captain's Log: October 31st. Day 149.

All alone here in Masonville Cove,

Here I am with the Captain's Treasure Trove!

This Mighty Wheel has caught over six-and-a-half tons of trash so far,

My fellow creatures say that I'm a real star!

[The coolest thing that I saw was the most main event of this place, which was Captain Trash Wheel!]

I love to keep Baltimore and the Patapsco clean,

Free of all the spooky trash, especially on Halloween!

As much of a busy bee I am, collecting all this junk is a real chore.

To quoth the Raven, I say to trash ...

Nevermore!"

In addition to footage acquired from Getty that had to be manipulated and edited for the piece, Captain Trash Wheel was edited to move and flicker across the screen, photos of Captain Trash Wheel and a previous video interview that mentioned Captain Trash Wheel were also included.

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

"Happy Halloween From Captain Trash Wheel" video was assessed on impressions, reach, video plays and engagement to measure the effectiveness of the message that the Captain is taking out the trash!

On Facebook, the video garnered 758 views and 19 shares and 18 reactions.

On Twitter, the video had 2,310 impressions, 564 media views, 79 engagements.

On Instagram, the video had 60 likes and 660 impressions and 216 plays.

Social Media Comments:



[Maura Smith](#) [Joe Frew](#) we need to go visit the Captain!