

**2019 AAPA COMMUNICATIONS AWARDS  
WEBSITES  
PORT OF MONTREAL  
TRADING WITH THE WORLD MICROSITE**

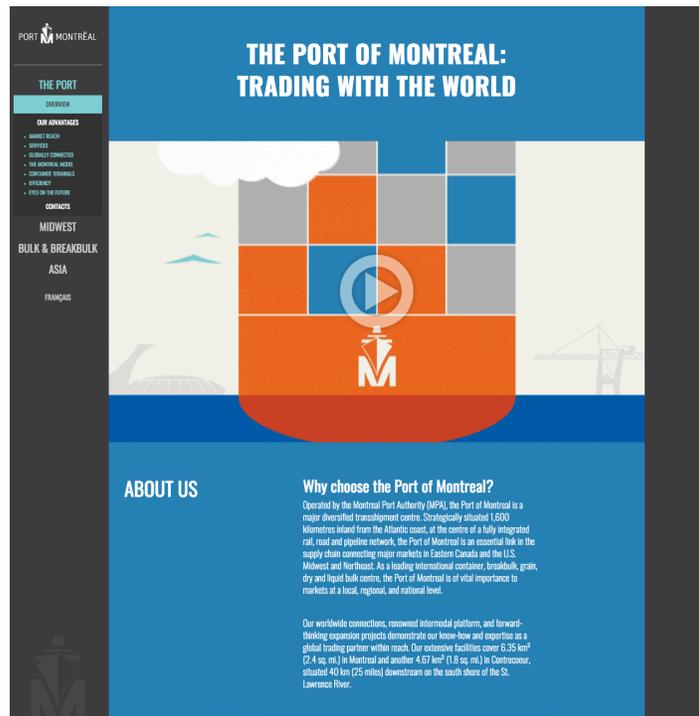
**SUMMARY**

The Montreal Port Authority (MPA), which administers the Port of Montreal, unveiled its new *Trading With The World* microsite in September 2018. It is a key component of the MPA's strategic plan to promote the port on an international scale and showcase its competitive advantages.

This bilingual (English and French) B2B web platform is a business communications and marketing tool designed to help key decision-makers in the shipping, maritime and logistics industries better inform themselves about the distinct advantages that the Port of Montreal has to offer when it comes to moving their cargo worldwide.

The *Trading With The World* microsite is a practical and informative web tool that responds to today's business-to-business realities and offers a simplified and user-friendly web experience.

The microsite is available at: <https://www.tradingwiththeworld.com/en/index.snc>



## 1. CHALLENGES AND OPPORTUNITIES

### Challenges

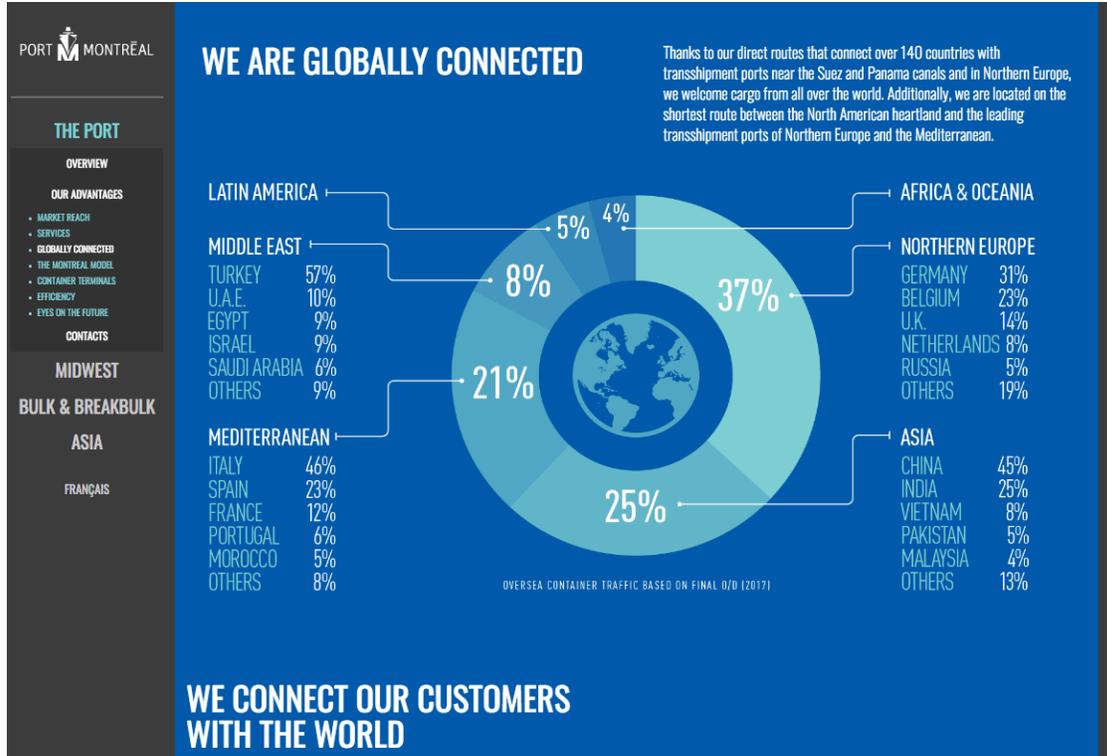
Despite the fact that it welcomes each year more than 2,000 ships carrying some 39 million tonnes of all types of cargo to and from all parts of the world and is among the top 100 container ports in the world, the Port of Montreal is often regarded as one of the ‘best-kept secrets’ in the industry.

Dispersed throughout the world and pressed for time, shippers and logistics experts are a difficult group to reach. They need fast, simple and quick access to information that is relevant and pertinent to them.

Our challenge was to create a visually pleasing and easy-to-navigate tool that would increase awareness about the port and showcase its advantages to clients and potential clients including shipping lines and agents, shippers, importers and exporters, freight forwarders and logistics providers.

### Opportunities

The Port of Montreal uses every opportunity possible to deliver key messages that it is a major international port that trades with the world.



In a era where ports are so very similar, this new, dedicated microsite serves as a vital communications tool that leverages the opportunity to deliver key messages about the port's advantages and highlight its benefits and value, allowing our target audience to better understand and inform themselves about the port and how it can help them trade efficiently and effectively with the world.

## **2. COMPLEMENTING THE PORT'S OVERALL MISSION**

The Port of Montreal is a North American seaport at the heart of the continent and a hub for world trade. Our mission is to contribute to the prosperity of our clients and partners and to the economic development of Greater Montreal, Quebec and Canada while respecting the environment. Our vision is to be a diversified, successful and innovative port that exercises inspiring leadership and provides competitive value-added services, making it a partner of choice in the logistics chain.

Within our mission, the *Trading With The World* microsite communicates our values of:

- Responsibility. The microsite demonstrates that we are a responsible, sustainable organization that provides leadership and promotes teamwork, information sharing and communication.
- Commitment. The microsite confirms our commitment to provide the best possible experience for our clients and partners by offering highly efficient services and competitive advantages in the areas of transit time, strategic location, velocity, reliability, cost efficiency, flexibility, market reach and supply chain collaboration.
- Innovation. The microsite shows that Montreal is an innovative port that has constantly reinvented its practices throughout the years in order to assert its leadership in the logistics chain.

The microsite is part of our continuing communications efforts to raise awareness about the port and demonstrate that it is:

- A vital international cargo logistics hub that plays a major role in global trade, connecting five continents and more than 140 countries to a North American market of 110 million consumers;
- A major diversified transshipment centre;
- Strategically situated 1,600 kilometres inland from the Atlantic coast, at the centre of a fully integrated rail, road and pipeline network;
- An essential link in the supply chain connecting major markets in Eastern Canada and the U.S. Midwest and Northeast;
- A leading international container, breakbulk, grain, and dry and liquid bulk centre that is of vital importance to markets at a local, regional and national level.

### **3. PLANNING AND PROGRAMMING COMPONENTS**

#### ***Goal***

The goal of the microsite is to enhance and facilitate online access to timely and specific information that increases the Port of Montreal's visibility internationally and promotes the port and its strategic advantages, better organize content according to specific target audiences, make the microsite easier to navigate and information easier and faster to find, and provide all of this information in a user-friendly and visually appealing manner.

#### ***Objectives***

The objectives of the microsite are to help clients and potential clients extend their global reach, have more maritime companies, shippers and logistics experts choose the port to move their cargo, assist sales forces in performing their jobs to promote the port, show our partners that we are working to build their business, generate more business for the port, and remind various stakeholders about the importance of the port.

#### ***Target Audiences***

Primary audience: Port clients and users and potential clients and users including shipping lines and agents, importers and exporters, freight forwarders and logistics providers; and partners such as terminal operators, railways and trucking companies. We targeted this audience to showcase the port's competitive advantages and demonstrate how the port can help these groups trade with the world.

Secondary audience: Associations, organizations and stakeholders that have strategic alliances with the port; business leaders; media including the general news media in Montreal, Quebec and Canada, and specialized transportation industry media mainly in Canada and the United States; and port employees. We targeted this audience in order to raise general awareness about the port.

### **4. ACTIONS AND OUTPUTS**

Our Growth and Development team started working with our advertising agency, Ogilvy, in November 2017 to develop the microsite's organization, architecture and graphic design.

We wanted a clean, straight-to-the-point microsite that would be easy for users to navigate. We developed a unique and bold graphic approach to distinguish ourselves from our competitors. The look and feel is bright, distinctive and in keeping with the friendly, accessible tone that we employ when speaking with our customers.

The Growth and Development team developed clear, concise and pertinent messages about the port and its advantages. This information is consolidated into the four main sections that we identified for the microsite:

1. *THE PORT*
2. *MIDWEST*
3. *BULK & BREAKBULK*
4. *ASIA*

Organizing the content in this manner allows users from the port's different target audiences to find information quickly, with one simple click.

### **The Port**



This section begins with an Overview, including a short two-minute video, providing key messages that the port is:

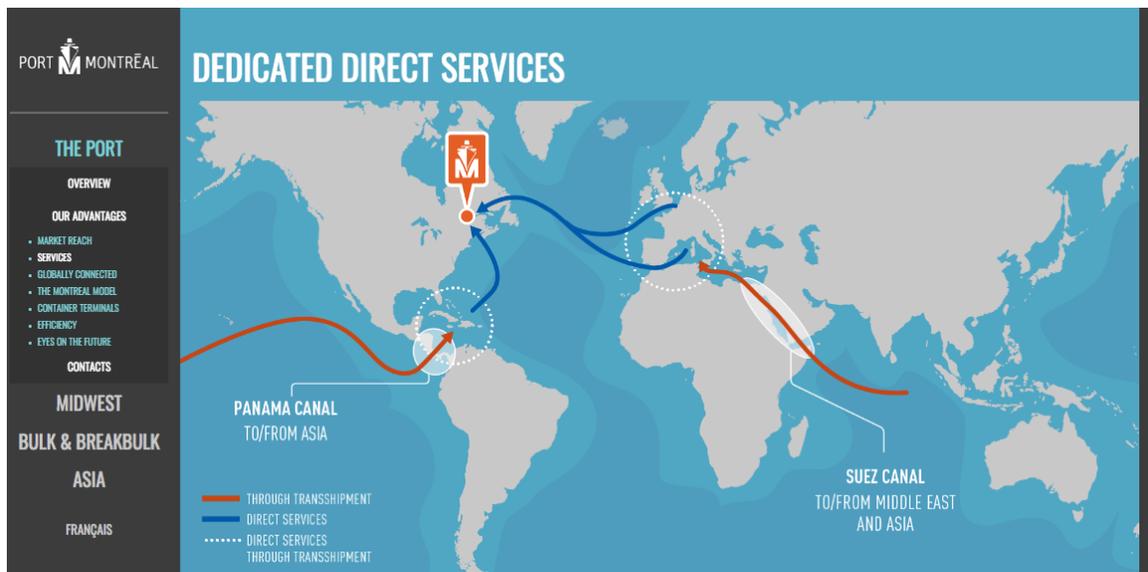
- Eastern Canada's largest container port;
- A major intermodal hub;
- A fully diversified port handling all types of cargo;
- Strategically situated 1,600 kilometres inland;
- Open 365 days a year;
- Served by two Class 1 railways.

And that it:

- Receives cargo from all over the world;
- Reaches 40 million consumers in one trucking day and another 70 million consumers in two rail days;
- Welcomes post-Panamax vessels;
- Has 19 terminals;
- Handles 35 million tonnes (2017 statistics) of cargo annually.

The section then provides detailed information on our facilities and our on-dock rail network, and continues with 'Our Advantages':

- Market reach
- Services
- Globally Connected
- The Montreal Model
- Container Terminals
- Efficiency
- Eyes on the Future.



It concludes with a list of contacts, including online links to port officials responsible for developing new business and all of our representatives abroad.

## Midwest

The second main section is on the Midwest, a key market for the Port of Montreal thanks to its proximity to North America's industrial heartland.

This section promotes the Port of Montreal as the shortest – and fastest – route between the Midwest and the leading ports of Europe and the Mediterranean.



## Bulk & Breakbulk

The third main section is on the port's Bulk & Breakbulk cargo capabilities.



It provides an overview of this cargo sector and then more specific information by category:

- Dry bulk
- Grain
- Breakbulk
- Liquid bulk.

## Asia

The fourth main section is on Asia, which is an emerging and growing market for the Port of Montreal.

It promotes the port as a gateway between Eastern Canada and Asia, highlights the growth of Port of Montreal shipments to and from Asia over the past five years, and indicates the principal Asian markets for the port.



## Budget and Promotion

The microsite was developed in responsive design; the experience can be viewed on a PC, tablet or mobile device. It was launched in September 2018. The project budget was respected and totalled CDN \$23,000.

We have placed web banners on specialized media sites to promote the microsite. The web banners take you to the platform with a simple click. We have implemented a series of targeted E-blasts inviting recipients, through one simple click, to visit the microsite.

We have also promoted the microsite on our Twitter account and our LinkedIn and LinkedIn Showcase pages.

## 5. OUTCOMES AND EVALUATION

The microsite has succeeded in meeting the following objectives:

### Objective

We wanted to produce an effective communications tool and generate as many visits as possible to the site.

**Result**

Our *Trading With The World* microsite received 6,350 visits in its first four months, from September to December 2018.

**Objective**

We wanted people to spend a greater amount of time exploring the site.

**Result**

People spend twice as long on average on the *Trading With The World* microsite (more than two minutes) than they did on the previous microsite (about one minute).

**Objective**

We wanted to extend our global reach, especially internationally in new and emerging markets.

**Result**

India and Pakistan, which represent new, emerging and growing markets for the Port of Montreal, generate 25.5% of the visits to the microsite, up from about 3% on the previous microsite in 2015.

Traditional markets such as the United States, Canada and Europe generate 25%, 23% and 13.5% of the visits, respectively. 'Others' account for 13%.

Reaction to the *Trading With The World* microsite has been very positive. In informal discussions with port users and partners, we have been told that the microsite is dynamic, visually appealing, bold and easy to navigate, and that it provides key messages and information on the port and its competitive advantages in a clear and concise fashion.