

AAPA 2020 Communications Award

Port of New Orleans

Entry category: Miscellaneous

Port NOLA Holiday Cards

Summary:

[Holiday Card](#) – Custom designed, Port NOLA-themed Holiday greeting cards, in both animated digital and print formats, for distribution to customers and tenants and on our Port NOLA social media platforms.

Carnival Card – Custom designed, Port NOLA-themed Carnival cards in print format for inclusion in a gift package distributed to customers.



You can view the animated digital holiday card [here](#).

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

Challenges:

Our challenge was to create a branded product that would represent all of Port NOLA's lines of business in an inclusive and nondenominational way—that could be delivered and viewed digitally and in print.

Opportunities:

Holiday Card – Port NOLA has historically sent print holiday cards to customers and tenants. The tradition continued in 2019, with 300 printed cards mailed to customers, tenants, and community partners. Port NOLA expanded outreach for the 2019 holiday season to include a posting of an animated digital version of the card on Port NOLA social media platforms. The animated digital version was also distributed to more than 4,000 contacts in the Port NOLA database, expanding our outreach 300% with no additional postage cost.

Carnival Card – Every year in early January, the Port NOLA Commercial Department sends out 200 traditional New Orleans "king cakes" to customers around the world. A cross between a coffee cake and a French pastry, the king cake is a cultural Mardi Gras tradition that has been a staple of the New Orleans carnival season since 1870. Port NOLA created

an outreach card with a Mardi Gras flair, which was signed by each member of the Commercial Team, for inclusion in each package.

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

The Port of New Orleans mission is to drive regional economic prosperity by maximizing the flow of international trade and commerce as a modern gateway.

Holiday Card – The Holiday Card was used as a wrap up tool to close out our outreach and spread a message of good will and thanks for business and collaboration during 2019.

Carnival Card – The Carnival Card was a terrific tool to kick off our 2020 outreach efforts to both our national and international customers. Response was positive and generated personal emails and phone calls of interest and gratitude, which reopened the lines of communications for business-related discussion with our Commercial Team following the long holiday season.

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

Goals/Objectives:

- Show appreciation for customer loyalty and support
- Include customers outside of the New Orleans area in the spirit of Mardi Gras and our traditional celebration of the season
- Encourage dialog between national and international customers and our Commercial Team with a regionally unique and personalized form of outreach
- Measurable milestones include: Open rates, click rates, impressions, shares, likes, and FedEx tracking (for King Cake packages)

Target Audiences:

- Tenants
- Customers
- Community Partners
- General Public (via social media posting)

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

The Port NOLA Communications Team set out to develop a branded Holiday-themed product that would represent all of Port NOLA's lines of business in an inclusive and nondenominational way.

Two Port NOLA Communications staffers planned and executed both card formats with the design services of our designer contractor.

By using icons that are employed on the Port NOLA website and regularly used in external presentations throughout the year, the final products had a familiar look and feel to them that the recipients would easily associate with the Port NOLA brand.

Timeline:

- Brainstorming sessions with Communications staff for content/theme ideas took place in October
- Design process with the contractor began in early November
- Final products were completed and sent to print the first week of December
- Print holiday cards were mailed the second week of December
- Animated digital cards were emailed the third week of December
- Social media posts were published the fourth week of December
- King Cakes and Carnival cards were shipped the third week of January

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

Open rate for the animated digital Holiday cards was 32.8%. Twitter analytics track 1,342 impressions, 46 media views, and 11 total engagements.

Response to the King Cakes and Carnival cards was overwhelmingly positive and generated a multitude of personal emails/phone calls of gratitude to our Commercial Team (and inquiries on where to order additional King Cakes), which reopened the lines of communications for business-related discussion following the long holiday season.

Receive/open rate on the King Cakes and Carnival cards is estimated to be 100% based on FedEx tracking, no returns and verbal confirmation from customers.



Tweet Analytics

Port of New Orleans @PortNOLA
Wishing you a Merry Christmas and Happy Holidays from the Port NOLA team! We are so thankful for our customers, staff and everyone who makes the maritime industry a success as we celebrate this special time of the year. #teampornola #yourportyournola pic.twitter.com/3lsV5raF5

Impressions 1,342
times people saw this Tweet on Twitter

Media views 46
all views (autoplay and click) of your media are counted across videos, vines, gifs, and images

Total engagements 11
times people interacted with this Tweet

[View all engagements](#)

Reach a bigger audience
Get more engagements by promoting this Tweet!

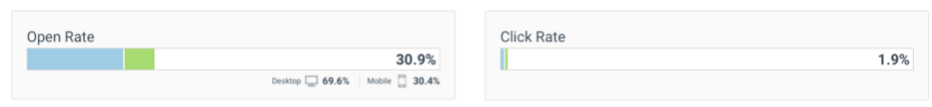
EMAIL SEND INFORMATION

Season's Greetings
SENT on Mon, Dec 16, 2019 at 9:05 am CST

Lists Belt Celebration Invite List - January 2018, Carnival Invite Economic Development 08-2018, CCC 2018, Commercial Customer Advisory List, Commercial Port Night Stamford 2018, 11 More

From Name Port of New Orleans
From Address communications@portnola.com
Reply-to Address communications@portnola.com
Email Link <https://conta.cc/2LR72ZE>
Resend to Non-Openers Sent Thu, Dec 19, 2019 at 9:05 am CST

EMAIL STATS



Activity	Original	Resend	Total	Activity	Original	Resend	Total
Opens	666	215	873	Clicks	9	8	17
Sent	4071	2388	4071	Did Not Open	2200	1992	1956