



GPA to double Port of Savannah Capacity

Run time: 3:49

<https://www.youtube.com/watch?v=a-fctbaTS1Q&t=3s>

Summary

At 1,345 acres, the Port of Savannah's Garden City Terminal is North America's largest single container terminal. Over the next decade, Georgia Ports Authority plans to expand the Port of Savannah's annual capacity from 5.5 million twenty-foot equivalent units to 11 million TEUs per year. Planned capacity enhancements include the Mason Mega Rail facility, additional ship-to-shore cranes, additional rubber-tired gantry cranes, gate and container storage expansions, berth improvements and a new terminal.

This video illustrated those changes through animation. It debuted in September at the 2019 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.

Communications challenges and opportunities

As the fastest growing port in the U.S. over the last 10 years, the Georgia Ports Authority needed to communicate to current and potential customers how they will stay ahead of the growth curve. After several years of record growth and as other ports around the nation experience congestion, it was important for GPA to explain to customers and stakeholders the Port of Savannah's capabilities and how Savannah will continue to handle larger and larger vessels while completing an increased number of cargo exchanges during each call.

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 helps GPA to fulfill its mission by explaining how the port will help to support stakeholders through accelerating global commerce. In addition, it communicates the concrete steps GPA is taking to that end.



Planning and Programming

OVERALL GOAL: To inform customers and stakeholders of the Port of Savannah's capabilities and how Savannah will continue to handle larger and larger vessels while completing an increased number of cargo exchanges during each call.

OBJECTIVES:

- Surpass 5,000 views on YouTube
- Surpass 5,000 impressions on social media
- Provide sales agents with an effective marketing tool for customer meetings

Primary Audience: Current and potential GPA customers.

Secondary Audiences: Community members and followers of GPA's social media accounts.

Actions and Outputs

The GPA communications team coordinated with an outside production firm to create this piece. Experts in the field of animation and video production were tapped and worked closely with port engineers and the communications team to brainstorm, then plan this production. A drone pilot and producer captured video at the exact angles necessary to superimpose footage and animated future developments over separate video of engineering blueprints.

The strategy here was to help customers visualize the planned transformation at Garden City Terminal.

Data was gathered for bulleted information to illustrate the larger commercial message – how the Port of Savannah is instituting concrete plans that will allow it to grow along with customer demand.

The entire process was collaborative between several GPA teams including executive, corporate communications and engineering, along with the contracted production firm.

The total cost of the production was about \$50,000.



Timeline:

May 2019: GPA teams (engineering, executive and communications) met for the first time with production company for brainstorming. As the teams looked over the plans and watched the engineer explain the terminal changes while drawing the idea of using the drawings as the basis of the video on a large-scale map.

June 2019: Meetings continued with engineering and the production company to go over details of the expansion projects. Filming began. Because the videographers and drone operator had to match angles with what was being shown on the map, the shoots were very technical, and data driven.

July 2019: Filming continued as animation began. Communications staff also began to create the text that would appear in certain frames. Collaboration with engineering and communications teams continued.

August 2019: This month consisted of hundreds of hours of animation creation and dozens of hours of editing. Text was added over frames explaining to viewers what they were seeing.

September 2019: Final touches were rendered on the video, and it was presented at the 2019 Savannah State of the Port.

Outcomes

Objective: Surpass 5,000 views on YouTube

Result: The video has nearly 15,000 views and counting

Objective: Surpass 5,000 impressions on social media

Result: 10,849 followers reached

Facebook

- 3,900 Reached
- 1,973 engagements

Twitter

- 3,049 Reached
- 62 engagements



Objective: Provide sales agents with an effective marketing tool for customer meetings

Result: David Porter, GPA regional sales manager, said the “GPA to double Port of Savannah capacity” video gives current and potential customers a clear overview of just how GPA is going to accomplish necessary capacity gains. Porter said it provides visual evidence of the massive investment the GPA is making to ensure it continues to provide world-class service, even as GPA takes on new business. He said the infrastructure projects that GPA is carrying out right now gives customers confidence that the Port of Savannah will be able to efficiently and reliably move their cargo without congestion delays. According to Porter, that comfort level is a game-changer when it comes to winning new business and maintaining the trust of long-time customers.

“This video is hugely important to me as I visit customers,” Porter said. “I use it consistently and the reaction of potential customers is nearly always the same. They are impressed with our investment in communicating the message, but most of all they are impressed with the planned investment in the Garden City Terminal.”