



AAPA COMMUNICATIONS AWARDS PROGRAM

GALVESTON WHARVES
PROMOTIONAL VIDEO

Classification: Videos
Port Category: 2

Summary:

In an effort to educate and inform the maritime industry and general public about port's economic impact, including job creation, and show the diversity of activities that, take place at the port.

WHAT ARE/WERE THE ENTRY'S SPECIFIC OR OPPORTUNITIES?

The opportunity to highlight a successful year with strong economic impact numbers, show off our new logo, and use high quality drone footage of a bustling port with video of both cargo and cruise activity. Additionally, an in house production significantly lowered the cost of the production of the video.

HOW DOES THE COMMUNICATION USED IN THIS ENTRY MAP BACK TO THE ORGANIZATION'S OVERALL MISSION?

Our mission is "To grow the port's business to benefit the Galveston community with jobs, tax revenues, and economic growth."

The goal of this video is to educate and inform the maritime industry and general public about the port's economic impact to the local, regional community, and state including job creation, and show the diversity of activities that, take place at the port.

WHAT WERE THE COMMUNICATIONS PLANNING AND PROGRAMMING COMPONENTS USED FOR THIS ENTRY?

Port staff determined that the objective of the video would be key stats, minimal text, and footage of captivating images to show the diversity of activities that take place at the port.

Timeline

Week 1 Brainstorming and research

Week 2 Graphics creation, storyboarding, and scriptwriting

Week 3 Coordinate locations and filming

Week 4 Collect footage and edit

Week 5 Sound mix and color correction

Week 4 Revision and final approval

WHAT ACTIONS WERE TAKEN AND WHAT COMMUNICATION OUTPUTS WERE EMPLOYED IN THIS ENTRY?

The Galveston Wharves and its tenants have seen the economic impacts first hand. The video allows for those not in business with us to grasp the volume and diversity of cargo moving in and out of the port. Our strategy to educate we found was communicated clearly and efficiently.

WHAT WERE THE COMMUNICATIONS OUTCOMES FROM THIS ENTRY AND WHAT EVALUATION METHODS WERE USED TO ASSESS THEM?

Overall, response to the promotional video has been great. The promotional video gained attention at numerous trade shows, community and industry events and local speaking engagements. Outside of these in person events, we used our Facebook page to increase exposure. Since February 10, 2020, it has over 1000 views.

Featured Video

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Galveston Wharves Cruise & Cargo 2020

Showcasing the economic impact that the port contributes to the State of Texas - 2020 is already shaping up to be the best year yet!

1K Views · 17 weeks ago

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