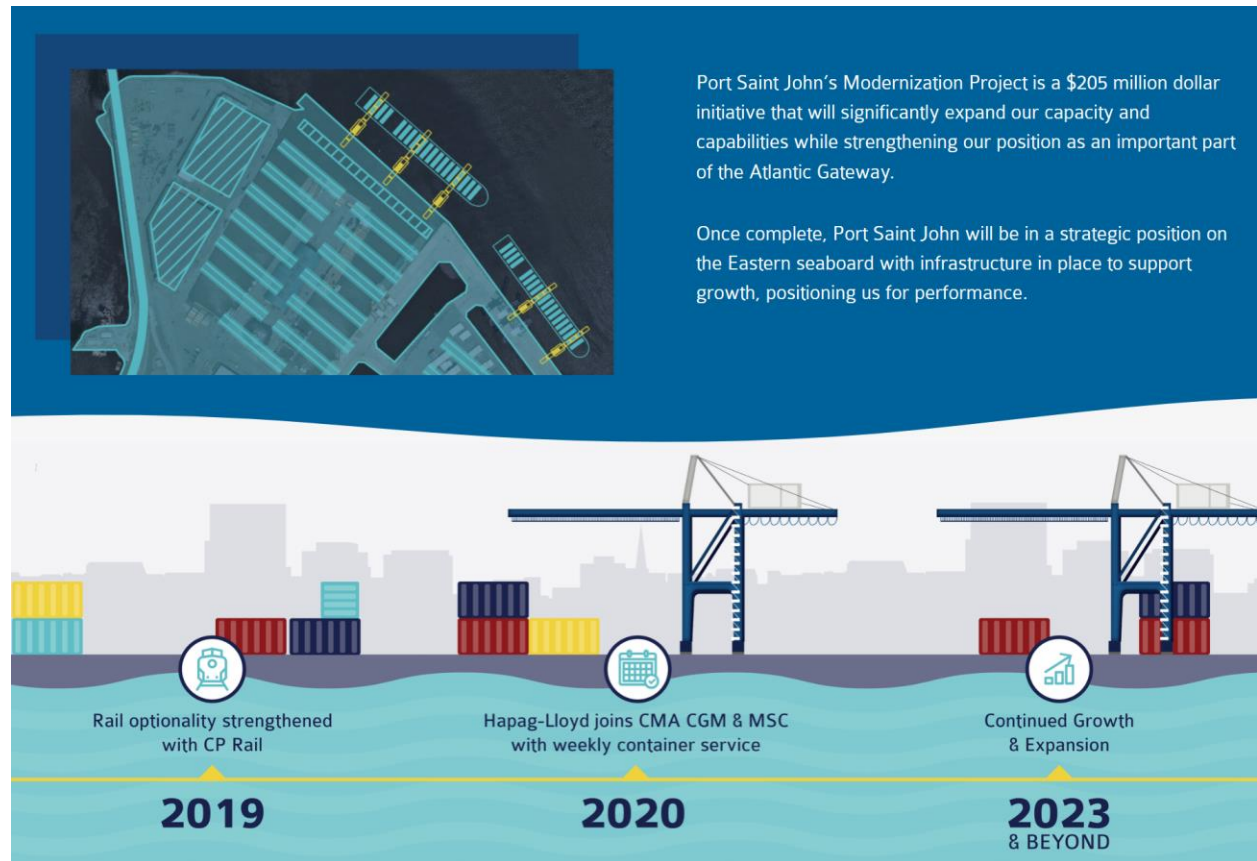


## Descriptive Summary

In 2015, Port Saint John embarked on a \$205 million dollar Modernization project to expand our container handling capacity and capabilities while strengthening its position as an important part of the Atlantic Gateway. The project which will be concluded in 2023 will more than double the Port's containerized cargo capacity and upgrade our terminal facilities. The Port saw a need to create awareness about this generational expansion to ensure that the local public audience as well as more targeted commercial audience were aware of the investments Port Saint John and other strategic partners were making, and of the upcoming capacity increase. The campaign served to inform shippers about the value-added facilities the Port has to offer as well as the optionality in supply chain resources, for customers to cost-effectively get their products to market. To achieve this level of awareness, the Port embarked on the Positioned for Performance campaign, which went live in November 2021. This marketing campaign was created to generate awareness of the capabilities of the modernized container terminal, operated by DP World, for shippers in the container import/export sector.



## **1. Communication Challenges and Opportunities**

Port Saint John is Atlantic Canada's largest port by tonnage and has a diverse cargo base, including dry and liquid bulk, break bulk, containers, and cruise. The Port is strategically positioned on the Eastern seaboard which gives us competitive access to the extensive Canadian, U.S. Northeast and Midwest marketplaces. Our container port was designed in the early 1970s, therefore, there was the need to expand, and modernize our infrastructure, technology, and value-added services, and this upgrade became the Modernization Project. The Modernization Project will allow us to capitalize on competitive advantages like our location, and our new rail optionality – CN and CP, which brings Toronto, Montreal, and Chicago and other mid-Western destinations closer to the coast than ever.

The challenge was to reawaken awareness of the Port and its new capacity and capabilities as, between the early 1990s and up to 2012, the port had been a 'niche' player in the container sector. Once the infrastructure Modernization Project was announced, a series of events followed which strengthened the global competitive position of the container sector at Port Saint John. With a new global terminal operator starting operations in 2017 (DP World), 3 of the world's leading container lines (MSC, CMA CGM, and Hapag-Lloyd) starting regular services over the last decade, and the reinforcement of rail optionality with 2 Class I railways (CN & CP), there was a need to inform the audience within that marketplace of the new opportunity.

In response to this challenge, the Port started a performance awareness campaign that involved the use of organic and paid social media, YouTube, and programmatic ads to drive awareness to the growth at the Port. The awareness from this project will aid in our business development teams' efforts to increase the volume of container throughput at the Port. It will also highlight the competitive edge of Port Saint John globally.

## **2. Complement to the Overall Port Mission**

Our mission at Port Saint John is to be a driver of sustainable economic growth in our region through innovation and collaboration. The Performance campaign relates to this in a couple of ways:

- By creating awareness of the growth in the Port, we are also creating economic growth potential in our region.
- Port Saint John is a key driver of New Brunswick's gross domestic product. This campaign will lead to growth increase that will positively impact the province's gross domestic product.
- The Modernization Project has already generated more than 1,400 person-years of direct and indirect jobs in the construction phase alone. It is projected that it will continue to provide more job opportunities in the province.
- The growth of Port Saint John in the import perspective will support regional suppliers and contractors, develop clustering opportunities for related businesses, and generate increased tax revenue that will benefit both our region and beyond.

- This campaign and the Modernization Project will positively impact many thousands who work in export-related industries.

### **3. Planning and Programming Components**

#### ***Goals***

- The goal of this performance campaign is to effectively increase awareness of the new terminal's capabilities to new customers and grow existing customers' interest in growing their business by choosing this gateway port.

#### ***Objectives***

- Receive a ROI for the investment in the completed infrastructure at the multi-purpose cargo terminal on Port's container terminal.
- Put Saint John on the map as a key location for container import & export to and from North American markets.
- Increase traffic to the Modernize website – generating more educated and informed advocates for the Port & the Modernization Project.
- Collect leads through LinkedIn ad & form.
- Collect leads through website sign-up form for periodic information e-blasts.
- Track impressions from digital ads to create benchmark for future campaign.

#### ***Target audiences***

##### **Primary Audience**

- Executives & decision makers in the transportation sector and government decision-makers (more of a direct approach distributed through internal team)

##### **Secondary Audience**

- Regional public audience in Atlantic Canada, Ontario, and Quebec.

### **4. Actions/ Outputs**

#### ***Strategy***

The performance campaign strategy was formed and executed in conjunction with the Port Saint John marketing and business development teams and the DP World team to market the benefits and capabilities of the modernized container terminal at Port Saint John. A dedicated website was created for the Modernization project to highlight the features and capabilities of the new terminal. Videos were generated to showcase the future capabilities that will result from the Modernization Project. Both Port Saint John and DP World used the website and video content as promotional tools for the Port promotion. The Port outsourced a creative agency to create the videos, website design, and digital marketing advertisements. The Port also outsourced the media buy for network

display ads, Google Ad words as well as YouTube, while the Port internally executed social media buys on Facebook, Instagram, and LinkedIn. The campaign went live in November 2021 and ended in March 2022. However, the website remains active, and several pieces of creative collateral are still being used in presentations, and other promotional opportunities.

***Timeline***

- March 2021: call for submission for RFQ.
- April 2021: Application reviewed, and vendor selected
- May 2021: The creative agency (Duke Creative Collective) started to work on the design and content for the website and other creative materials.
- June 2021: The campaign creative ‘look & feel’ and key messages were developed for the target audiences. Positioned for Performance was approved as the name of the campaign and to be used as the main slogan.
- October 2021: PSJ’s approval of marketing content including web design, videos, social content, and display ads by the creative agency.
- November 2021: the Positioned for Performance campaign was launched across various media channels.
- March 2022: the digital marketing campaign was concluded, although the website and other content still continue to be used.

***Budget***

A total of \$20,000 was budgeted and spent for this campaign to cover every marketing activity related to the Modernization program including the design of the Modernization website.

***Staffing***

Port Saint John utilized its internal resources for executing the social media campaign for this project while it outsourced the media buy activities (Google AdWords, YouTube ads, and Network Display Ads) to a media agency (Duke Creative Collective Inc.)

**5. Communication Outcomes and Evaluation**

The marketing campaign ran from November 2021 to March 31, 2022, using a combination of paid advertising and organic contents. We had created a marketing goal at the start of the campaign, and we surpassed the set target at the end of the campaign period. See table below for the marketing goal and result:

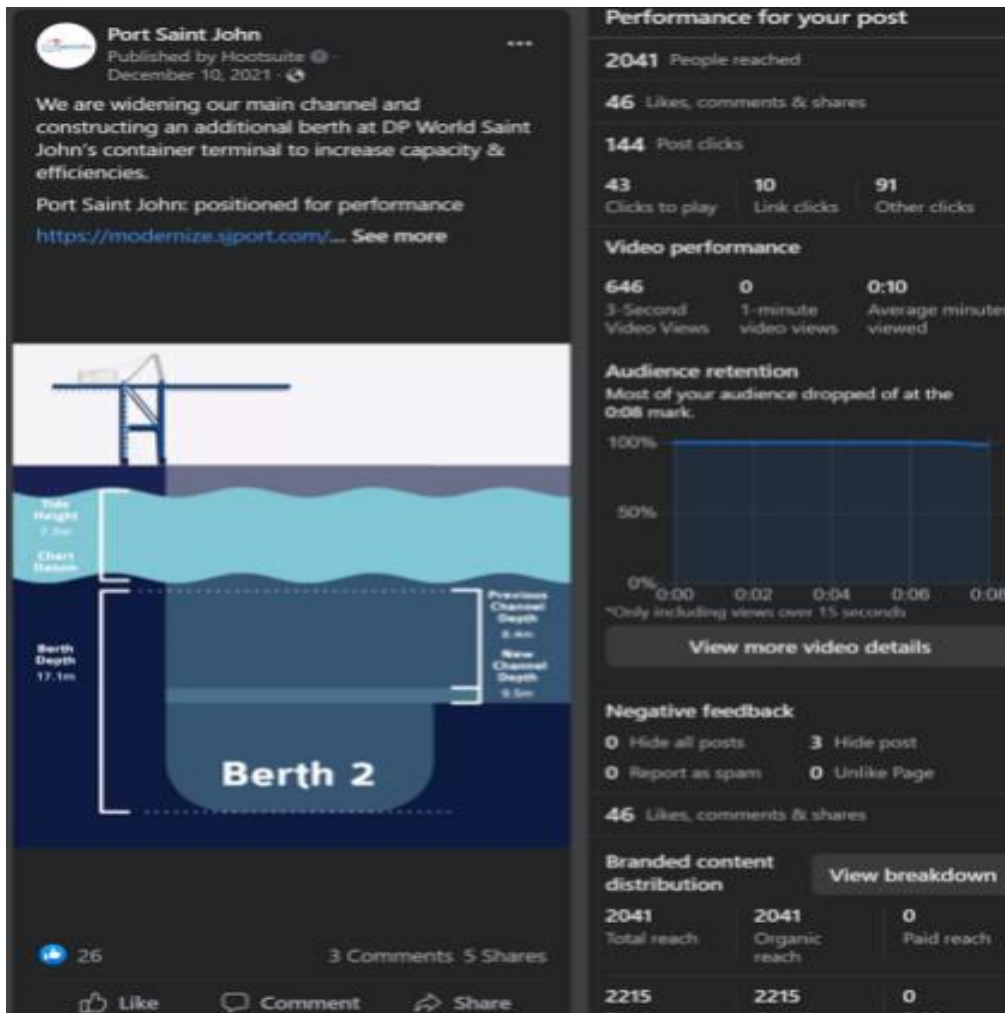
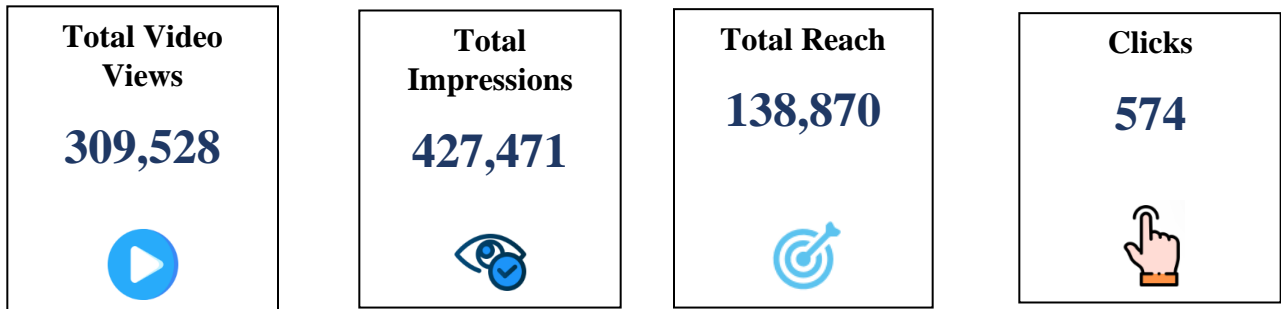
	<b>Impressions</b>	<b>Video Views</b>	<b>Clicks</b>	<b>CTR</b>	<b>Engagement</b>
Marketing Goal	300,000	250,000	1,500	0.10%	500
<b>Actual Result</b>	<b>992,396</b>	<b>500,251</b>	<b>1,959</b>	<b>0.15%</b>	<b>1,239</b>

Below is a breakdown of the channels that contributed to this digital marketing result.

### Social Media

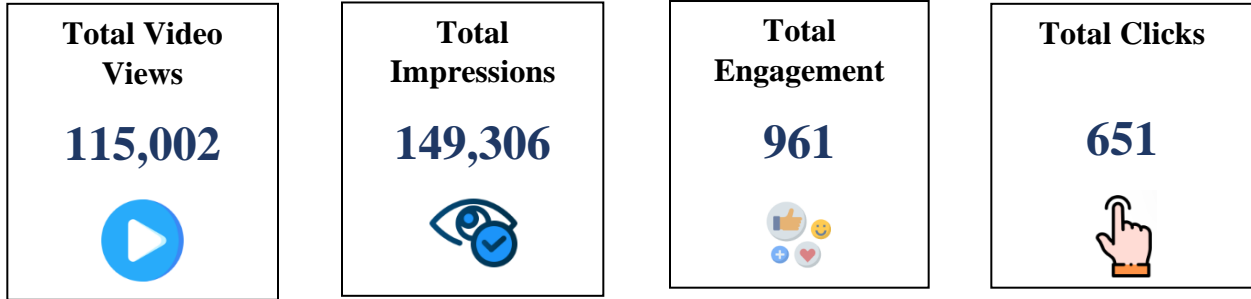
#### Facebook



We ran two paid Facebook video Ads in addition to 2 organic posts. The following metrics show the performance of the Facebook marketing campaign:



## LinkedIn

The result below is from both two paid ad and 2 organic posts:



 **Port Saint John**  
5,404 followers  
2mo • 

Choose Port Saint John, Canada's fastest growing East Coast container terminal, with inland connectivity to reach Central Canada within 48 hours & Mid-West United States in 72 hours. Learn more in our latest Port Exchange:

<http://ow.ly/VV0w50ItNx8>

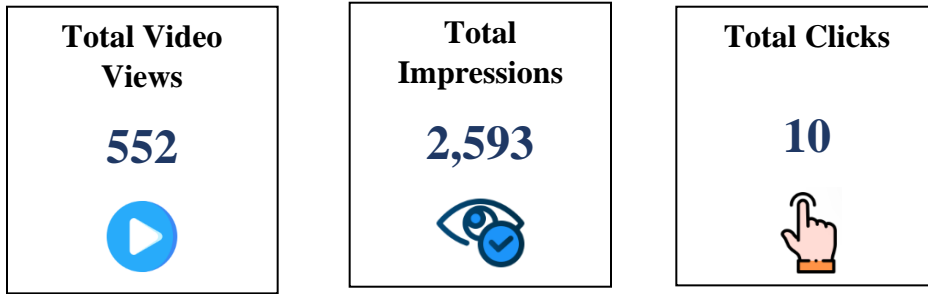
[#PortExchange](#) [#Containers](#) [#SupplyChain](#) [#Shipping](#)



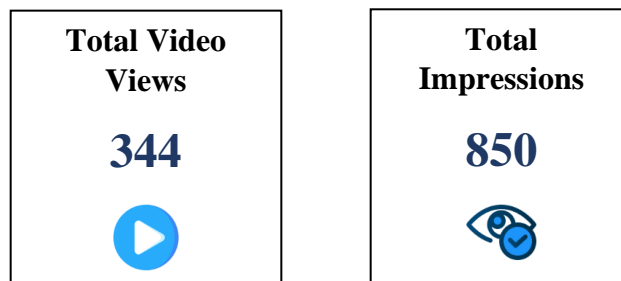
 Natalie Allaby and 60 others

9 shares

**Twitter – Organic only**

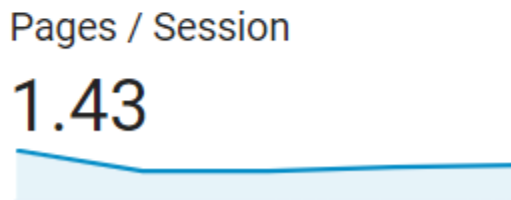
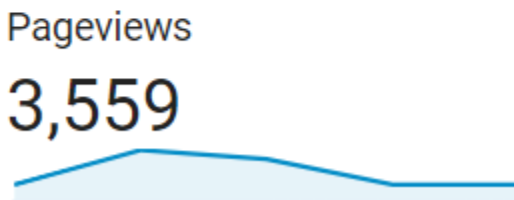
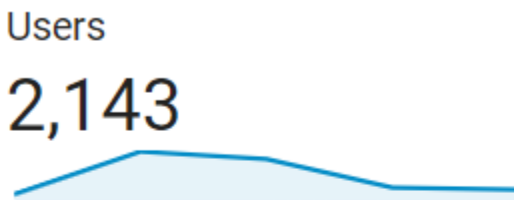


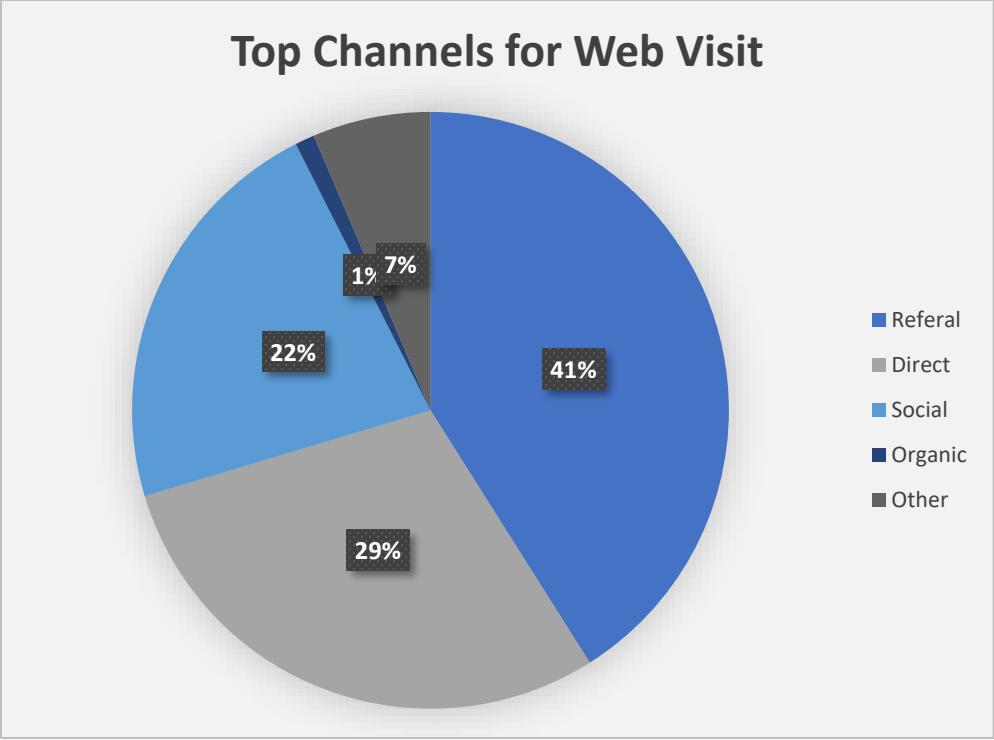
**Instagram – Organic only**



**The Modernization Website**




We created a dedicated website as part of our promotional activity for the Modernization project. There were 2,143 visitors on the dedicated modernization website and the page was viewed 3,559 times.







**YouTube**

We had one organic YouTube post and one YouTube ad video. See performance data below

<p><b>Total Video Views</b></p> <p><b>74,825</b></p> 	<p><b>Total Impressions</b></p> <p><b>132,150</b></p> 	<p><b>Total Clicks</b></p> <p><b>180</b></p> 
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**Programmatic Ads**

Here are results from programmatic ads run between November 1, 2021, and March 31, 2022:

<p><b>Total Impressions</b></p> <p><b>277,741</b></p> 	<p><b>Total Clicks</b></p> <p><b>415</b></p> 
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## **Earned media**

[Port Saint John Modernization Will Allow For More Future Expansion - Huddle.Today](#)

[Port Saint John's \\$205 million Port Modernization Project - Business Elite Canada Magazine](#)

[Port Saint John CEO: 'Containers are where we see major growth' | Freight News | Freightlent International](#)

[In conversation with: Port Saint John - Port Technology International](#)

[Another Milestone For Port Modernization Project | Country 94](#)

[Port Saint John 'rising to the challenge' after nearly \\$8M drop in revenue, says CEO \(yahoo.com\)](#)

[Port Modernization Will Allow For More Future Expansion | Country 94](#)

[New Brunswick announces partnership to expand workforce at Port Saint John - New Brunswick | Globalnews.ca](#)

[Port Saint John West Side Modernization Project | Baird](#)

[Port Saint John container handling up 10% in 2021 - Port Technology International](#)

[Room To Grow: Join Port Saint John To Learn How Digitalization Of The Port Will Evolve Over The Coming Months - Huddle.Today](#)

## **Conclusion**

The Positioned for Performance marketing campaign was very successful as we surpassed our marketing goals. As part of the results from this campaign, our container traffic has continued to grow year-over-year, with demand on the rise. The Port is positioned for the growth potentials and opportunities that this project has brought about.