



AAPA LIGHTHOUSE AWARDS 2022
CATEGORY 1 (VIDEOS) 00:00:34
Communications

HOMEPORT: Welcome to Your Port by Hellcat Productions

Description

Port of Pensacola's **Homeport: Welcome to Your Port** creates original video content that relays our mission, keeping in mind that it is easier to gain backing when the community understands something they interact with daily. Most importantly, we're providing our community new access to the Port, giving them "Front Row Seats" to their economic engine while informing and attracting new followers to our mission and family of companies.



<https://www.youtube.com/watch?v=WbBjaeXpNk>

Application

1. What are/were the entry's specific communications challenges or opportunities?
 - Describe in specific and measurable terms the situation leading up to creation of this entry.
 - Briefly analyze the major internal and external factors that need to be addressed.

Port of Pensacola continues to work our marketing plan building from the success of our Waterfront Annual Report. Based on feedback received during our Port visioning process and

the need to work through common communication challenges, it became clear that we could gain strength at a time of renaissance along the waterfront by sharing the legacy of the port and how our industries impact our community. One of the goals of the plan is to engage directly with our community building unique content across various formats including video.

The goal was to create original content that relays our mission, keeping in mind that it is easier to gain backing when the community understands something they interact with daily. Most importantly, we're providing our community new access to the Port, giving them "Front Row Seats" to their economic engine while informing and attracting new followers to our mission and family of companies.

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

- Explain the organization's overall mission and how it influenced creation of this entry.

Our mission statement is to be an integral part of Pensacola's economy for generations to come by attracting a diverse mix of international trade, marine and water dependent uses, and business activities that maximize port revenues and deliver positive social, economic and quality of life benefit to the community.

The use of black and white videography gives a nod to our historic location and port, while simple text communicates a message that while we're global, we're local, i.e., the Port of Pensacola is YOUR HOME port.

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

- Describe the entry's goals or desired results (e.g., raise stakeholder awareness/appreciation of the port's new environmental initiatives).

- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals (e.g., recruit 1,000 volunteers by 6/1/2020 for tree planting).

- Identify the entry's primary and secondary audiences in order of importance.

Our goal was to raise community awareness about its historic port and the family of companies that operate inside the gate. Our desired results of this project were as follows:

- Becoming known, or better known, in the community
- Rallying general public support for the Port and its family of companies
- Countering misrepresentations of those opposed to our work with positive, successful content and tone
- Educating the public about the importance of the Port in their community

The entry's objective was to reach the widest audience available by distributing the video through media and its inclusion in the local weather forecast with a large viewership. Primary audiences included the community at large and secondary audiences included current and future business customers and our local legislative delegation.

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

- Explain what strategies were developed to achieve success and why these strategies were chosen.
- Specify the tactics used (i.e., actions used to carry out your strategies).
- Detail the entry's implementation plan by including timeline, staffing and outsourcing used.

With a limited budget, we identified a professional production company, Hellcat, to create engaging content and better tell our story with videos. The Homeport video is the first in a series that we are unveiling. The next challenge was to determine where the content might be placed to be most impactful.

The Port of Pensacola elected to sponsor the *Beach and Boating Forecast* on local news WKRG. We have logo inclusion on the forecast header, the meteorologist references "brought to you by Port of Pensacola" and our video is shown as a commercial near the forecast throughout the week and weekends. Impact from participation in the forecast would not have been possible without use of our *Homeport* video by Hellcat Productions. Analytics are not available at this time but will be provided to us in a shareable format from our production partners.

The use of the Homeport video during the daily Beaches and Boating forecast allows the Port of Pensacola to reach a diverse audience throughout the week, increase awareness of the Port and extend our platform as a community focused-economic driver.

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

- Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
- If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.

Since the release of this project on social media, media, and with community organization groups, there has been a significant uptick in positive communications regarding the Port. Anecdotally, now our community continues to communicate how well the Port is doing and they say we are producing cool videos too.

Thank you for reviewing our application.