



Lighthouse Awards

Portos do Paraná

Paranaguá Port Race

Special Events



Introduction



The Port of Paranaguá is currently the second largest port in Brazil. With just over five kilometers of quays and piers, it is a multipurpose port. It is the leading port in Brazil for the export of vegetable oil, frozen chicken, and the second for soybeans, sugar, paper, frozen meat, and alcohol. Additionally, it is the main gateway for fertilizer imports in the country and has the largest reefer containers structure in Latin America.

As a consequence of this significant cargo flow, the port-city relationship has faced challenges such as accelerated urban development and increased pollution, leading to a strained relationship between logistics and city livability.

The port authority sense a greater need for marketing communication efforts to be able to reduce negative perceptions of the local community and, also, inform and educate the citizens about the many benefits of the port in terms of employment, revenue and government taxes.

Building a solid community liaisons with the societal backyard is increasingly necessary and the Port Authority implement B2C (Business to Community) promotional activities to project an appropriate image to the society.

To complement a series of marketing campaigns in this regard, in April 2023, the port authority opened the ports of the Paranaguá Port for a special race. Athletes from the entire region, whether professional or not, had the opportunity to run inside the port's pier, passing by ships, shiploaders, and other port equipment.

A unique opportunity for those who had never entered the port before and were unaware of the magnitude of the operations taking place within its walls.

The race also aimed to raise food donations for the most vulnerable population in the city. With 100% of the registration fees being allocated towards the purchase of food baskets. In total, 1,205 athletes participated, and over 14 tons of food were donated.

It was a very simple but sophisticated communication strategy. And not in the way of marketing a business but how you communicate what a port is through the cultural medium .



16.04.2023

**VENHA PARA A
PRIMEIRA
CORRIDA NO
CAIS DO PORTO
DE PARANAGUÁ**

- 5K
- 10K
- CAMINHADA



In the image: promotional marketing material featuring athlete's kit information, 5km and 10km routes, as well as a walking route, and information about the food donation.

Challenges and opportunities

Finding the optimal balance between port management and development, the needs of urban centers and the well-being of the local community is one of the main challenges of port managing bodies today.

Community Liaison

The Port Authority has a role as a community liaison, as a public company. This means, outreach and engage the community as well to educate and inform them.

Social Integration

Improve the relation between the port and the surrounding community is a key to reconcile the different interests as the port operation increase.

City-port Relation

The Port Authority create initiatives to establish good cohabitation, to make society experience and understand the port.

Build Trust

The growing adoption of new governance practices requires that the Port Authority proactively manage the city-port relation to secure the “licence to operate”.



Major internal and external factors

With the implementation of international security standards and the urban growth in areas farther from the port, many citizens are unaware of port activities. The collective social image is still strongly associated with traffic problems and pollution. This negative sentiment within the community, resulting from years of port management focusing solely on operational results and lacking effective communication with the local community, hinders the approval of port expansion projects. Instead of having advocates within the community, the port faces a hostile environment that impedes its growth and pushes away potential workers.

With the lifting of COVID-19 restrictions, the Port Authority saw an opportunity to open the port's doors and welcome the public. Taking advantage of this moment, they not only welcomed visitors but also brought food donations to local institutions that provide assistance to the underprivileged community, which has been affected by the pandemic in recent years.

The race also brought the Port Authority closer to the municipality, as the 20 km routes passed through neighborhoods surrounding the port. This endeavor also required ensuring the safety of the participants through partnerships with the local police, the Federal Revenue Service, and traffic authorities.

The race and our mission

The mission of Portos do Paraná still reflects values focused on port operations: *"To provide excellent and innovative port infrastructure, offering efficient, safe, and sustainable multimodal logistics to foster the development of competitive and integrated businesses."*

This market-oriented mindset is one of the historical causes of the current issue with the port-city relationship. Consequently, the event represents an important step for the port administration and its board of directors to reassess a new mission that is more suitable for the evolving role required of port authorities.

This role extends beyond the traditional landlord function, shifting from operation to becoming managers of the port cluster. This aligns with the global trend of port authorities acting as hybrid institutions, fulfilling both private and market-driven functions, as well as public roles in protecting the population, the environment, and national interests.



Planning and programming

Overall Goal

Provide a unique experience for the society to get to know the port, involving participants in an event that promotes health, well-being, and brings together the port and the community to assist those in need, fostering a sense of solidarity and collaboration.

Objective

Create a positive and memorable experience for the participants, that not only showcase the port's operations but also emphasize the importance of community engagement. The event serve as a platform to unite the port and the community.

Audience

- Port District Residents
- Marathon runners

Measurables

- Number of subscribers;
- Metrics from social media;
- Media mentions.



Timeline

In September 2022, we began the initial planning of the event, with the first conversations with the Federal Police and Customs for the necessary clearances.

Sep 2022

As a public company, the port encountered restrictions on funding the race, and the solution found was to rely on the collaboration of the port community. The race could have been funded with registration fees, but our intention was to allocate all the proceeds towards purchasing and distributing food.

Oct 2022

In October, we conducted a search for specialized street racing companies, holding meetings with eight companies to discuss what we would like to do and what we could accomplish.

Nov 2022



By the end of the year, the municipal authorities were involved, and the routes for the 10km, 5km, and walking paths were determined. We also decided to have a race for children, allowing those under 14 years old to experience the port as well.

Registrations were opened in February, and the goal was modest: 800 participants. During this month, we also defined the athlete's experiences throughout the race, such as photo stops, recovery areas, entertainment for children, and more.

In April, the month of the race, we launched campaigns on local radio stations as well. We conducted raffles for some registrations and collaborated with the port community to enhance communication with the families of the workers.

Dez 2022

Feb 2023

Apr 2023

Jan 2023

Mar 2023

In January, we defined the mood board, the logo, and the entire visual program. It was important to have a more modern and less formal communication approach while still incorporating port and institutional elements.

By March, we had already started the promotional campaign on social media, and we also focused on collaborating with influential trainers and runners. Additionally, our press office efforts ensured media exposure in general outlets.

Communication Outcomes



1205 athletes



14.2 tons of food

17 beneficiary institutions



NPS: 95



Over 300 mentions in newspapers, TV, and radio.



55 posts (FB + Insta)

1,834,351 total impressions;

871,667 total reach.

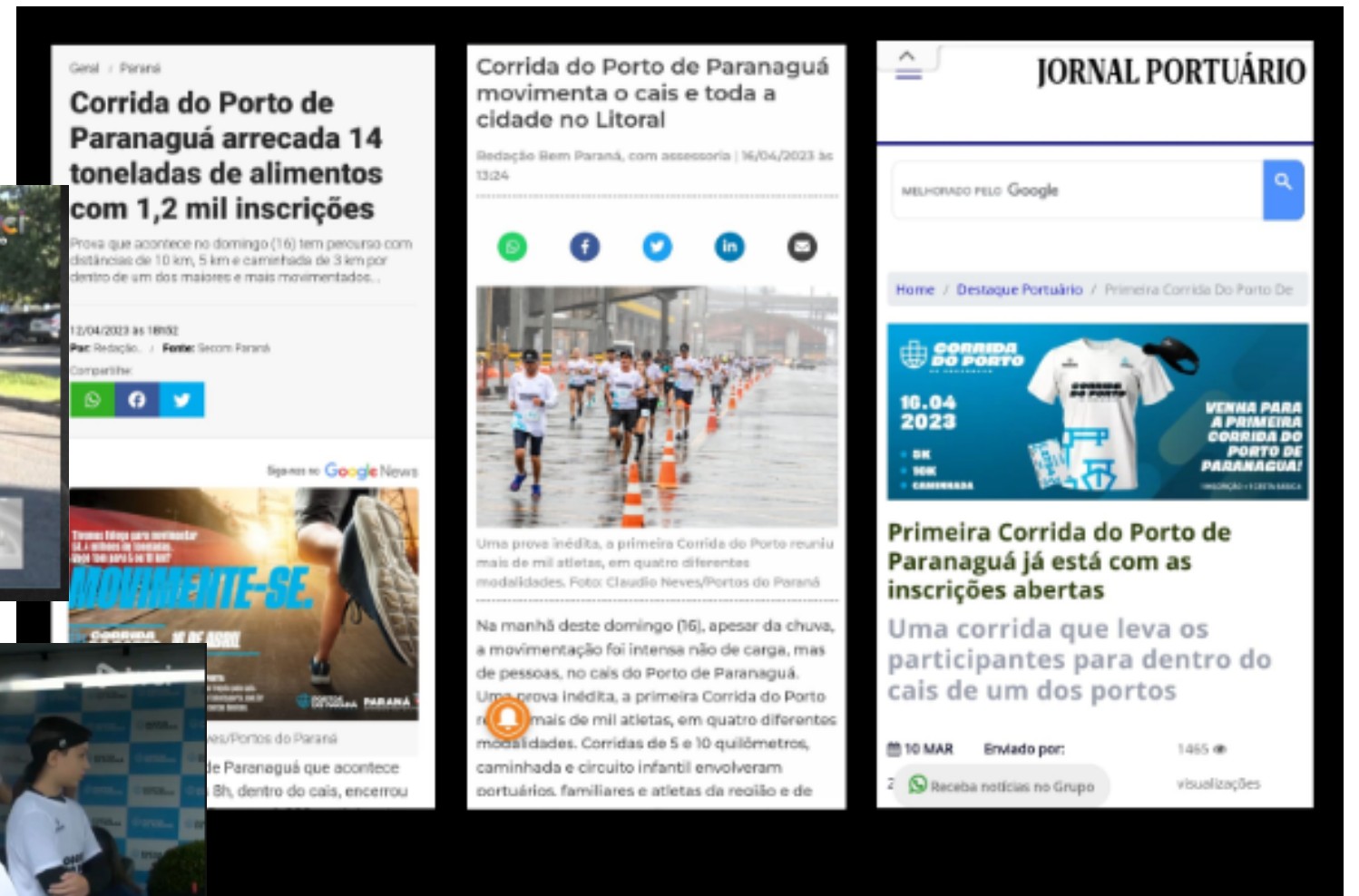


- 66,025 accounts reached;
- 28,313 engagements;



- 23,294 accounts reached;
- 8,840 engagements

News Exemples:



Social Media Examples

Navigation: LIVE REELS FEED

6.035

6.104 views, 887 likes, 25 comments, 78 shares, 8 bookmarks

13,1 mil

13.176 views, 756 likes, 36 comments, 93 shares, 6 bookmarks

6.806

6.806 views, 669 likes, 13 comments, 46 shares, 9 bookmarks



24.238 views, 693 likes, 54 comments, 631 shares, 17 bookmarks



14.571 views, 412 likes, 22 comments, 309 shares, 14 bookmarks



15.550 views, 390 likes, 17 comments, 361 shares, 15 bookmarks

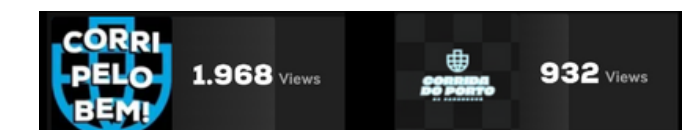


26.963 views, 665 likes, 47 comments, 260 shares, 46 bookmarks



6.945 views, 378 likes, 49 comments, 152 shares, 24 bookmarks

GIFs

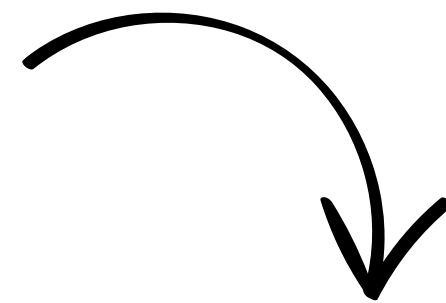
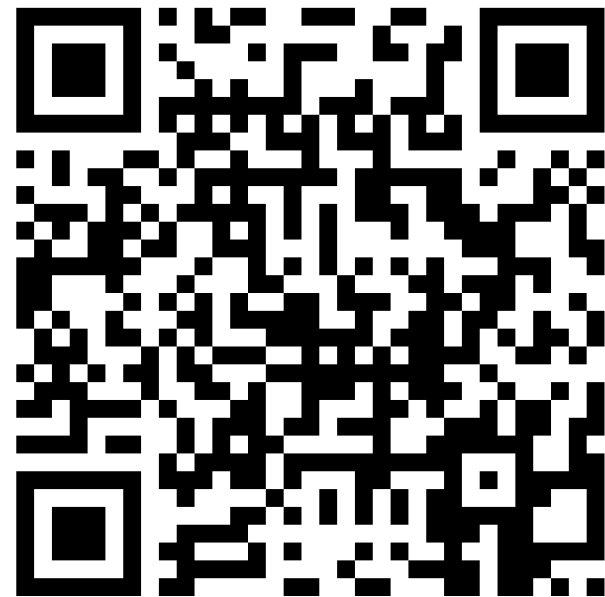


Real Time Coverage

23,5 mil accounts reached

After Video

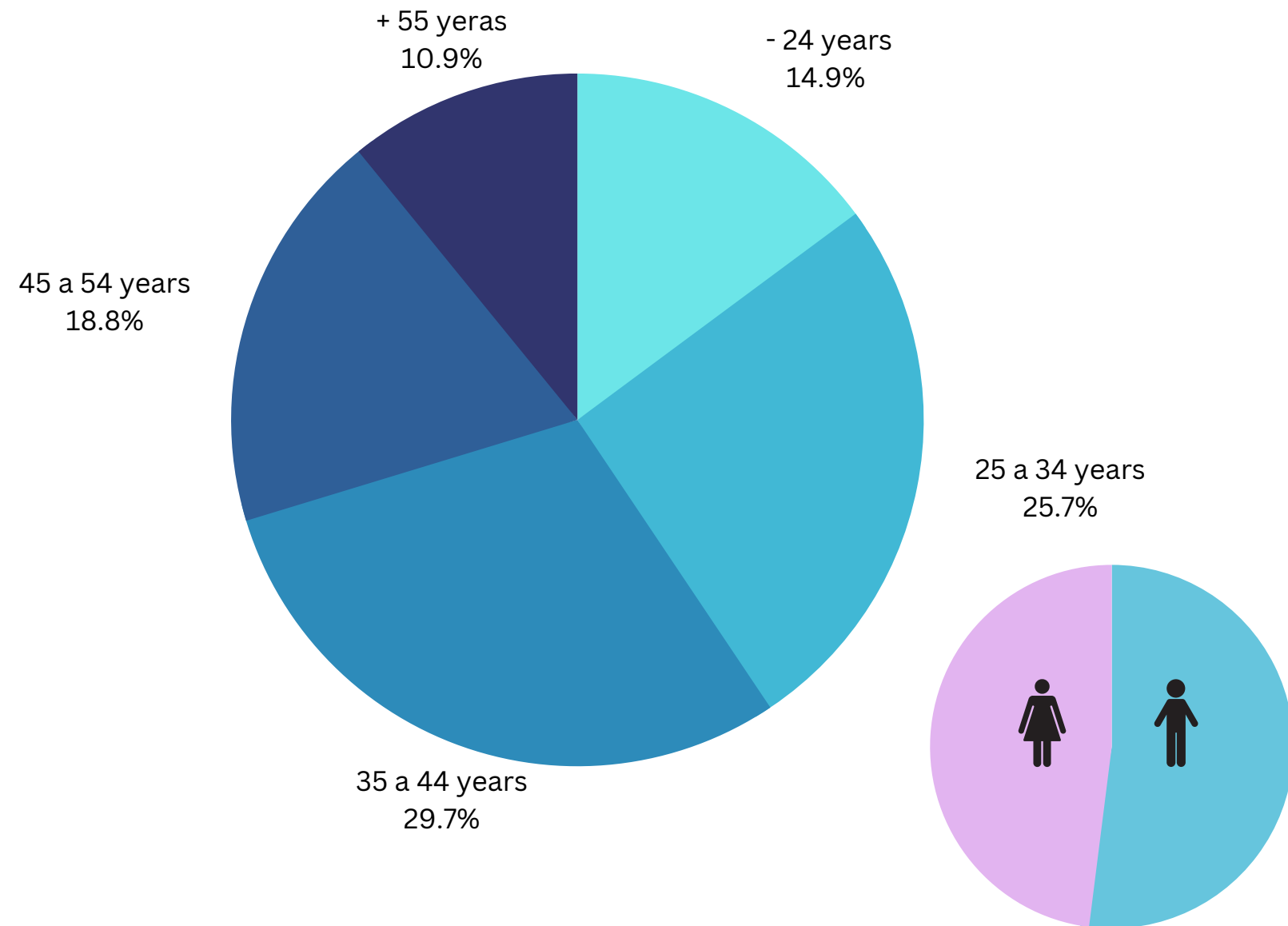
13,1 mil accounts reached



Watch here!

Survey

We conducted a post-race survey with all participants and achieved a Net Promoter Score (NPS) of 95 points.



1205 athletes - 116 respondents

- 109 responses with a score between 9 and 10
- 94 marked that this was their first time entering the port
- 43 marked that this was their first time participating in a race

**CORREMOS
PELO BEM!**



**14 TONELADAS
EM ALIMENTOS
ARRECADADOS!**



Legacy

The 14 tons of food collected were delivered to 17 charitable institutions in the city, including nursing homes, fishermen associations, NGOs, and waste pickers associations.

More than just the relationship with those who participated in the race, the event allowed the port to reach an audience that is rarely impacted by marketing campaigns. It marked a new beginning in the relationship between the port and the city, bringing the community closer and positioning the port as a partner in important issues.