



"Tightly Woven" campaign

AAPA 2021 COMMUNICATIONS AWARD PROGRAM
OVERALL CAMPAIGN
CATEGORY 1

"Tightly Woven" Campaign

SUMMARY



The COVID-19 pandemic undeniably left its mark on the planet in 2020, highlighting the importance of pulling together, as well as the precariousness of the social and economic balance. In our region, as everywhere else, numerous families, businesses and entrepreneurs were deeply affected.

Wanting to evidence its ties with the community, Port of Saguenay initiated its "Tightly Woven" campaign, launched in time for the Holiday Season, to bring comfort and support during this difficult time.

More specifically, our employees distributed delicious doughnuts to local community organisations. Also, wool socks knitted by regional artisans were offered to our external partners. As a further gesture, a "Gourmet discovery circuit" incited our employees and local partners to visit businesses in the La Baie Borough to get acquainted with their products. They were presented with treats at every call.

Also, to put the holiday atmosphere in the hearts of our employees, we celebrated "Advent at the Port of Saguenay" by organizing challenges, draws and a Christmas dinner.

We also held a draw of an unforgettable stay in original alternative accommodation from a leading destination in the field of adventure and ecotourism to thank the excellent work of the longshoremen working at our facilities.

Another aspect of the Port's campaign featured financial support for over 40 Saguenay—Lac-Saint-Jean organisations.

Our campaign was a great success and promoted the Port's commitment to the community.

"Tightly Woven" Campaign

CHALLENGE / OPPORTUNITY

Although the year 2020 has left an indelible mark, Port of Saguenay maintained the momentum with strong performances both in terms of tonnage and financial results. In the midst of an unprecedented pandemic, these results deserve our attention and are a source of pride for the entire Saguenay—Lac-Saint-Jean region.

However, the local business community was hit hard by the health crisis, including staffing issues, decreased patronage, as well as numerous mandatory shutdowns.

As for community organisations, always in need of funding and volunteers, the crisis only exacerbated their already pressing needs.

As well, other issues affected the general public, such as remote working, children staying home, strict prevention measures, etc. Many people suffered mental distress, exhaustion, and countless other hardships.

Knowing this, and with the Holiday Season on the horizon, the Port team wondered how it could support and bring hope to the community.

With our “Tightly Woven” campaign, we wanted to spotlight the warmth and generosity that are characteristic of the Saguenay—Lac-Saint-Jean region. We were keen to thank the employees of the organisations and businesses that are so important to our community, to show them our solidarity. We also wanted to bring comfort to our employees and partners.

"Tightly Woven" Campaign

OVERALL MISSION

In 2020, the Board of Directors and the Port team completed a strategic planning exercise to review the vision, mission and values of the organisation, while setting new priorities for the coming years.

In terms of mission, the Port intends to be a leading player in the regional economy, providing services and infrastructures that promote trade and industrial development, while respecting the environment and surrounding communities. Furthermore, among its goals, the Port looks to increase its notoriety and improve its communications with the community.

By showcasing the work of others, bringing comfort and support to its community, and extending a hand, the “Tightly Woven” campaign promptly addressed the goals set out in the strategic planning exercise: increase the Port’s notoriety and improve communications with the community. The campaign also stresses the Port’s respect and goodwill towards the community, an important aspect of its mission.

Indeed, the financial support and delicious doughnuts our elves delivered to community organisations exhibited a human touch, warmth and caring, thus fostering a positive perception of the organisation and strengthening its notoriety.

The “Gourmet discovery circuit” offered to our employees and local partners, along with the gifting of wool socks to external partners, spread the reputation of local businesses and artisans beyond regional borders, and showcased the Port’s support for the community.

"Tightly Woven" Campaign

PLANNING AND PROGRAMMING

GOALS OF THE "TIGHTLY WOVEN" CAMPAIGN

- Contribute to local economic development by giving local businesses and artisans an opportunity to showcase their products;
- Provide moral and financial support to the community;
- Increase Port of Saguenay's exposure within its community;

OBJECTIVES

With a limited financial and human resources at our disposal, we set the following realistic goals for our endeavour :

- To revive hope and joie de vivre for the volunteers and employees of at least **15 local community organisations** that support to the population and share our values;
- To bring comfort and cheer to **38 regional, provincial and international partners**;
- To promote the products of at least **4 regional businesses/artisans**;
- To spotlight the efforts of our **9 employees** and **7 Board members**;
- To highlight the excellent work of more than **40 longshoremen and other workers** working at our facilities.

IMPLEMENTATION STEPS

- STEP 1** Search for local community organisations that met our criteria, and select partners for our campaign
- STEP 2** Design a greeting card for campaign
- STEP 3** Select the prizes and secure agreements with the businesses and artisans concerned
- STEP 4** Organize and carry out "Advent at the Port of Saguenay"
- STEP 5** Distribution

"Tightly Woven" Campaign

ACTIONS AND OUTPUTS

The idea behind the “Tightly Woven” campaign took shape in October 2020 and evolved until its final implementation in December 2020. Every one of the steps was carefully thought out and featured the value of commitment that is so characteristic of our team.

STEP 1

SEARCH FOR LOCAL COMMUNITY ORGANISATIONS THAT MET OUR CRITERIA, AND SELECT PARTNERS FOR OUR CAMPAIGN

- **POLITICAL SUPPORT**

To help our search, our provincial deputy (Member of the National Assembly), Mr. François Tremblay, sent us the contact information of highly dedicated local community organisations.

- **IN-HOUSE WORK**

Our communications team searched for other organisations that could be added to the list of potential stakeholders and contacted 15 hands-on community service organisations.

As for our partners, our team selected those partners who not only contributed to Port's exposure, but who were actively engaged in current and future regional and provincial economic development.

- **TYPES OF ORGANISATIONS CONTACTED**

- Food services for the elderly and disadvantaged;
- Housing for women and children victims of domestic violence, and young people in difficulty;
- Clothing banks;
- Help services for people in distress;
- Family services;
- Military family services;
- Marine services.

"Tightly Woven" Campaign

ACTIONS AND OUTPUTS



STEP 2

DESIGN A GREETING CARD FOR THE CAMPAIGN

The greeting card design had to be simple, represent the Holiday Season, and invoke a message of solidarity.

With the Port of Saguenay colours, the card represented a Christmas tree decorated with winter and marine symbolism, and included the message the Port team wanted to convey to its community: Health, Solidarity, Mutual help, Serenity, and Community spirit – that is the essence of the “Tightly Woven” campaign.

Every card had a handwritten message to show the Port team’s special ties and genuine attachment to the community.

MESSAGE TO PARTNERS

For the coming year, please accept our best wishes of mutual help, serenity and “tightly woven” community spirit and, most of all, wellbeing.

MESSAGE TO COMMUNITY ORGANISATIONS

A thought from the entire Port of Saguenay team for your dedication and kindness. Through your deeds, your actions in our community, you give meaning to the term “mutual help”. We thank you for making a difference here in La Baie, for being part of what is truly a “tightly woven” community!

"Tightly Woven" Campaign

ACTIONS AND OUTPUTS



Parcours découverte des fêtes

Bon pour une douzaine de beignes de Noël et un pain frais

**Groupe
Lucerne**

1302, rue Bagot
La Baie, Québec, G7B 2P4
Tél : 418-544-0409 poste 0

Veuillez téléphoner pour réserver votre découverte



PORT DE SAGUENAY

STEP 3

SELECT THE PRIZES AND SECURE AGREEMENTS WITH THE BUSINESSES AND ARTISANS CONCERNED

What was needed in the Port community during the pandemic, when most of the population was in lockdown, remote work, and suffering from the lack of human contact? What was needed to make people feel better? Comfort really was the best present we could offer, but how? What is truly comforting?

GOURMET DISCOVERY CIRCUIT

For employees, board members and local partners, the discovery circuit was an opportunity to leave the house and discover delicious regional products. In addition to satisfying everyone's epicurean side, the discovery circuit was a way to encourage local businesses.

An agreement with the company O'Gelato & Cacao made it possible to offer their star creation – a gelato Christmas log and assorted jam. We also reached an agreement with Groupe Lucerne for Christmas doughnuts and a loaf of the company's renowned fresh bread.

COMFORTING GOURMET PAUSE

For organisations that tirelessly work all year long, and often with very little means, the gourmet pause was an opportunity for these employees and volunteers to take a break and savour delicious doughnuts from the Groupe Lucerne bakery, a community favourite. Some of the organisations even invited their residents and beneficiaries to celebrate the event with them.

"Tightly Woven" Campaign

ACTIONS AND OUTPUTS



COMFORTING PRESENTS

We also wanted to offer our external partners a product that could really create a feeling of COMFORT.

To do so, we came to an agreement with Le Chevrier du Nord, a Saguenay crafts shop, by which we could provide two pairs of locally knitted mohair socks to each of our external partners.

EXTRA PRIZES

Since acknowledging the work of these 15 community organisations did not seem enough, management decided to offer financial assistance to 9 other organisations, who were surprised to receive donations they had not solicited. Along with the other groups that received financial support throughout the year, over 40 organisations in total benefited from Port of Saguenay's generosity.

TREATS AND DRAW

To celebrate the partnerships between the Port and its resident companies, Fonbrai and QSL, a doughnut tasting and a draw were organised. The draw prize was a guest-night at Parc Aventures Cap Jaseux, a regional outdoor and ecotourism cooperative.

About 40 longshoremen were joyful to discover doughnuts for their morning break and the prize winner was really happy.

"Tightly Woven" Campaign

ACTIONS AND OUTPUTS



STEP 4

ORGANIZE AND CARRY OUT "ADVENT AT THE PORT OF SAGUENAY"

Advent at the Port of Saguenay was a month of virtual Christmas-themed activities.

ADVENT CHALLENGES

For four (4) weeks, November 23 to December 18, 2020, ten (10) challenges per week were given to team members on Monday morning during the weekly planning meeting.

The participants had until Thursday morning 9am to send their results to the organizers. These results were verified and recorded and their unveiling took place at 10 a.m. during a virtual break.

Participants were invited to wear the clothing requested in the challenges for the event during which, after presentation of the results, the participant with the most points won a prize.

The challenges :

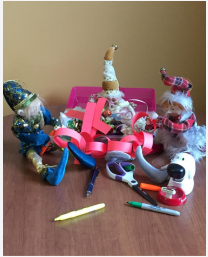
- find as many objects as possible of the requested color;
- find as many objects as possible of the requested shape;
- find as many words as possible on a theme containing a specific letter of their name or first name;
- solve an equation;
- solve a riddle;
- solve five (5) anagrams;
- make a particular object;
- present their favorite object on a theme;
- wear a specified item of clothing on the day of the weekly scores;
- submit a photo of yourself according to the requested criteria.

DRAW

During the virtual breaks, gourmet boxes, gift cards and bottles of wine were drawn among the employees. In the end, all of them won a prize.

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ACTIONS AND OUTPUTS



ELVES VISIT

From Friday, December 4 to Wednesday, December 16, every morning, an email was sent to employees presenting them the misdeeds of elves who presented themselves at the Port of Saguenay.

At the end, a souvenir book of the elves was prepared and sent in pdf version to all employees so that they can talk about it with their families and show them the pictures.

THE CELLAR

This activity was a combination of "gift exchange" and "raffle" between employees. From November 23 to December 11, each employee had to bring a bottle of wine to the offices and this loot formed the Cellar. The draw took place during the holiday dinner with a "rigorous and supervised" elimination. At set times, one employee was drawn out, until only one remained: the Cellier winner. To spice up the activity, employees were allowed to form alliances until the winner was nominated.

KAHOOT!

An interactive Christmas-themed game has been created using the Kahoot! Application. This game, for which everyone had to download the application, was used during the holiday dinner. The winner took home a prize.

VIRTUAL HOLIDAY DINNER

Since it was unthinkable in 2020 to meet in person to celebrate the holidays, the organizing committee has prepared a virtual version of this traditional Christmas dinner on Saturday December 12. The ingredients for a perfect dinner were in place: excellent meal, Kahoot! Game, raffles and happy employees. This closing event was an opportunity to discuss in groups and have fun as a team.

Kahoot!

PORT DE SAGUENAY

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ACTIONS AND OUTPUTS



STEP 5

DISTRIBUTION

The stages of the campaign taking place from October to December 2020 the distribution step took place as follows:

DECEMBER 8, 2020

Greeting cards with gourmet discovery circuit invitations mailed to our employees, board members and regional partners.

DECEMBER 10, 2020

Packages containing greeting cards and two pairs of wool socks mailed to external partners.

DECEMBER 11, 2020

Doughnuts delivered to partners at the Port facility and guest-night draw.

DECEMBER 16, 2020

Doughnuts and greeting cards for community organisations delivered by our elves.

DECEMBER 18, 2020

Virtual greeting cards sent to more than 260 Port of Saguenay customers and partners.

"Tightly Woven" Campaign

OUTCOMES AND EVALUATION METHODS

**« Vraiment c'était délicieux
merci encore »**

*Johanne Bergeron,
Maison de l'Espoir Saguenay
Lac-St-Jean*

The "Tightly Woven" campaign was a great success. As community organisations were being approached, they could not believe their ears. They were thrilled at the Port team's attentiveness. They all asked their volunteers to turn up when the doughnuts were to be delivered, and those who provide lodgings also invited their residents. Our elves were greeted with smiles everywhere they stopped, doughnuts in hand.

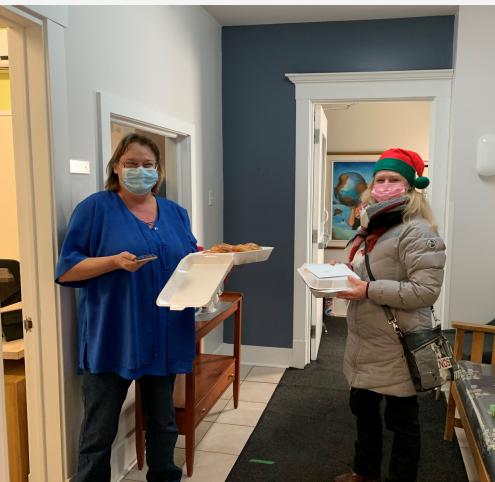


**“Thank you for the great gift...
my wife already took
possession of them😊”**

*John Coney, Paramount Enterprises
International*

« Merci pour ce beau geste. »

*Eva Carissimi,
BlackRock Metals*



For our partners, given the health crisis and remote work situation, they were asked to provide a preferred delivery address (home or office), where they could receive their prizes. Our partners were touched by this sensitive approach, and so happy to open their gifts.

**“ I hope you had a great Christmas and I want to thank you for the
nice Christmas gift. I needed some good quality socks for the port.”**

Alex Schepers, Paramount Enterprises International

« C'est bien gentil comme attention. »

Sylvain Desbiens, Groupe Somavrac

"Tightly Woven" Campaign

OUTCOMES AND EVALUATION METHODS

Our employees and Board members were delighted with the Gourmet discovery circuit. One and all, they visited every one of the businesses.

J'ai eu une belle surprise en allant au courrier aujourd'hui. Merci pour ces bons mots et les attentions qui s'y trouvaient. Connaissant déjà les beignes de Lucerne et ce que O'Gelato peut faire, j'ai bien hâte d'essayer tout ça!

Frédéric Lebrun, Directeur, Développement durable

« Mes beignes sont mangées et le pain fait de bonnes rôties et surtout du pain doré.(J'ai eu de l'aide) Le reste et les surplus achetés le seront le 25. »

Jean-Pierre Boivin, Administrateur

Finally, the various community organisations who received donations they did not expect were deeply touched by the gesture.

