

**AAPA 2021 Communications Award Program
Port of Vancouver USA**

Entry title: Port of Vancouver USA Digital Holiday Greeting 2020
Entry classification: Miscellaneous

Summary

Each year the Port of Vancouver USA reaches out to audiences worldwide with a note of holiday greeting and cheer. The communication is meant to entertain and communicate a positive holiday message from the port, its staff and commissioners. The port wanted to acknowledge that while 2020 was a challenging year, the organization remained open and busy. A popup book format was chosen, which would tell the story in a lighthearted and fun way.



With a tale reminiscent of *'Twas the Night Before Christmas*, the popup book flips through each page, where paper animations come alive; boats sail across the page, trucks drive along the highway, and cranes lift precious cargo. Twinkling music with caroling bells play as the narrator describes the important work that the port continued to do throughout the pandemic. The story concludes with a wish for a healthy and prosperous 2021.

View the holiday greeting here: ['Twas A Year Like No Other](#)

1. Challenges and opportunities

Challenges:

- Getting people's attention during the holiday season—while in a global pandemic.
- Creating a unique holiday greeting that would stand apart from other holiday business greetings in email inboxes.
- Finding a balance in communicating the holiday greeting with the sensitivity of the pandemic as well as telling a story of the port in 2020.
- Coordinating production of the card remotely with the port's creative marketing agency.



Opportunities:

- Showcasing the diverse cargo the port moved in 2020, including handling the largest wind blades on the west coast.
- Demonstrating the river, road and rail capabilities of the port.
- Demonstrating that the port remained active and busy.
- Weaving in environmental elements important to the port.
- Delivering a festive and lighthearted holiday greeting during a challenging time.



2. Incorporation of mission

The Port of Vancouver USA's mission is to provide economic benefit to its community through leadership, stewardship, and partnership in marine, industrial, and waterfront development.

The holiday greeting demonstrated that the port continued to operate through the pandemic providing jobs and much needed regional economic stability. Additionally, it showed the diverse cargo that moved across port docks. Specific pages illustrated essential port workers who were employed throughout the pandemic.



3. Planning and programming components

Goal: To wish the audience a happy holiday while balancing the sensitivity of the pandemic with an entertaining and festive greeting that would ultimately put a smile on each recipient's face.

Objectives:

- Surpass 30,000 impressions on social media
- Provide port staff, commissioners and sales teams with another communications tool to connect with their own list of contacts.
- Surpass 500 webpage visits

Target Audience:

- Community members
- Elected and appointed government officials
- Vendors and suppliers of the port
- Marine customers and prospects
- Industrial tenants and prospects



4. Planning and programming components

The port's External Affairs team coordinated with their creative marketing agency to create this card. In early November, the teams started brainstorming creative ways to approach the holiday greeting. After reviewing multiple options, the popup book concept was chosen. Over the next several weeks the storyboards were approved, the script and animation elements were developed and the port's chief external affairs officer recorded the voiceover. The creative marketing agency hired a local Pacific Northwest artist to work on the animations.

The total cost to develop the holiday greeting was \$23,000.

On December 8, the holiday greeting was launched by email, news release and social media to port staff, customers, tenants and community members.



Timeline:

- October 2020: Initial brainstorming session begins with External Affairs team.
- Early November 2020: Kick-off meeting with creative marketing agency. A concept is selected and preliminary storyboards are reviewed.
- Mid-November 2020: First draft of the script is presented along with animation style and storyboard.
- Late November 2020: Script is finalized, voiceover is recorded, and creative marketing agency provides first rough cut of full greeting.
- Early December 2020: Final greeting is approved and launches on December 8 at commission meeting. Greeting is posted to socials, website, and YouTube and is sent for email distribution.

5. Actions and communications outputs

This holiday greeting received the most positive reactions from the target audience than any previous holiday campaign and exceeded all of the project's objectives. The greeting was produced on time and on budget, but the best outcome by far, was the wonderful comments staff received.

From a statistical perspective, success was measured by social media engagements, webpage activity and responses staff received.

Objective: Surpass 30,000 impressions on social media

Result: The digital holiday card received nearly 88,500 impressions and nearly 1,900 engagements.

Facebook:

- 24,856 impressions
- 1,489 engagements

Twitter:

- 4,867 impressions
- 164 engagements

LinkedIn:

- 2,993 impressions
- 41 engagements

Instagram:

- 55,721 impressions
- 199 engagements



Objective: Surpass 500 webpage visits

Result: Nearly 1,600 webpage visits

Objective: Provide staff, commissioners and sales teams with another communications tool to connect with their own list of contacts.

Result: The feedback we received from business and community members, customers and tenants was overwhelmingly positive. Here are a few examples of those responses:

- THIS IS AMAZING YOU GUYS!! So fun and festive! Nice voiceover work, too! And love the signature narwal. So, so good! – Representative, Shaver Transportation
- I get a lot of these types of things (especially this time of year) and this one is right up there with the best I've seen. It's a really nice blend of holiday well-wishing coupled with an overview of the good work done by the Port this year. – Representative, Anchor QEA
- I LUV LUV LUV this so very much!!!! Bravo! – Representative, IQ Credit Union
- Kudos! This video was so well done! – Community member, Kassie Swenson

- Animated pop-up holiday book is very clever. – Community member, Ken Westby
- This is the best one you've ever created. Very cool! – Representative, BioKleen
- That was REALLY cute. I especially liked all the native species making appearances! The poetry was good too. This is by far the best of these, I've received so far this year. GOOD JOB! – Community member, Jean Kent

