

*We Are the Port of South Louisiana* is the Port of South Louisiana's premier marketing video. This video serves as a window into our 54-mile, three-parish district by blending still shots and action video to showcase the developments and strengths that are important to us and our region. *We Are the Port of South Louisiana* is one major element of our marketing strategy designed to engage, educate and attract prospects within and around the region, state, nation and globe.

View *We Are the Port of South Louisiana* here:

<https://www.youtube.com/watch?v=UtJ3Mletczc>

or

<http://portsl.com/>

## **1. Challenges & Opportunities**

Prior to 2020, the Port of South Louisiana produced one major marketing video in the early 2000's. The video was outdated and did not reflect the growth in capital investment and industry through the last 30 years. The Port of South Louisiana has ranked in top maritime categories for the last 20 years. The jurisdiction has seen an uptick in workforce numbers.

After contracting and consulting with Neon Cloud Productions, we made the decision to create a state-of-the-art video to properly reflect our status and modern direction. This video showcases the strengths of our Port as well as the many attractive amenities prospective companies might want to utilize within our district, including our grain elevators, warehouses and available acreage on both sides of the Mississippi River for varied development. The video gives a clear picture of the multimodal transportation benefits of locating within the Port of South Louisiana.

Additionally, the necessary updating of our video has given us an opportunity to strengthen our brand. Even though we are the largest tonnage port in the western hemisphere, we struggle with name recognition since our Port is named "Port of South Louisiana," and not affiliated by name with a location such as New Orleans or Baton Rouge. Our new video increases familiarity with our name on a consistent basis and is easily accessible to view on YouTube as well as our website. This has certainly helped educate people on the geographic location of Port of South Louisiana.

The global challenge of the COVID-19 pandemic also presented us with a unique opportunity to demonstrate our Port's value to the community at large: when businesses and industries worldwide began experiencing the effects of the pandemic, the Port of South Louisiana's operations never slowed or halted. It was and is our duty to provide essential businesses with the vital goods and services they need to survive and thrive.

*We Are the Port of South Louisiana* gave us an opportunity to ease uncertainties and fears pertaining to our region's economy. Jobs weren't just protected during this time—they were

created. We gave the constituents of our region the assurance that their livelihoods and financial wellbeing were not at risk; instead, we focused on highlighting the ongoing prosperity in ours and surrounding industries. Our video was a tool for demonstrating the resilience of the River Region, advancing our mission of establishing the Port's tri-parish jurisdiction as a prime location for spreading roots.

If there were any doubts about our region's resilience and longevity, our *We Are the Port of South Louisiana* video helped to reassure them. When the rest of the world stops, we keep moving.

## **2. Mission**

The Port of South Louisiana's mission is to serve the maritime transportation needs of our resident industry, assist resident industry in the development of maritime and/or industrial facilities, encourage foreign and domestic investment within the River Parishes Region and Louisiana and attract foreign and domestic cargo to the Globalplex Intermodal Terminal. Our video serves as a tool for staff, commissioners and partners to market the Port of South Louisiana and work toward our mission statement.

In addition, we believe educating locals about the wealth of opportunity at our port gives our region the greatest chance at success: not only do we want to contribute to a robust and thriving economy, but we also want to empower and encourage a homegrown workforce that can meet the needs of our industry. It is with this mindset that we made our video accessible to the public by way of our website and YouTube so they are aware of the many career possibilities the Port can offer our local community as we continue to grow.

## **3. Planning, Programming & Goals**

The goal of this video was to produce an informative marketing piece that provided detailed information on the scope of our Port.

*We Are the Port of South Louisiana's* first target audience are maritime companies such as shipping agents, freight forwarders, barge companies and site selectors. To address the needs of that demographic, the video is weighted by relevant statistics, facts and developments. Within two minutes and 27 seconds, we make certain that all of our assets are capitalized on, showing our total intermodal capabilities with water, road, rail and air.

Our second target audience consists of local, state and national political leaders, various other community groups and individuals. To that end, our video highlights the proximity of our port to the capital city of Baton Rouge as well as a reasonable commute from the New Orleans area. The video also notes the easy driving access to the Port of South Louisiana given its close location to Interstates 55, 10, and 12 and Highways 90 and 61.

Data compiled by online sources show our video has been successful: on YouTube alone, *We Are the Port of South Louisiana* has been viewed over 700 times. We have also shared the video

with local organizations and other state agencies and have received positive feedback and inquiries as well. The video is included in every presentation our team presents to various prospects, additionally.

#### **4. Actions, Outputs & Tactics**

The attention span of the individual, more specifically, the executive, is very short and, with the distraction that *is* the internet, it's more difficult for them to retain focus past three minutes. When we decided it was time to update our video platform, messaging, running time, and delivery were of primary concern. We searched for a video presentation that was both condensed yet chock-full of information about the Port of South Louisiana; a snappy format to grab the viewer for a few precious minutes of their time. The search led us to Neon Cloud Productions out of Dallas, Texas. From story development to final touches, we worked closely with the Neon Cloud team to translate our thoughts into a creative, sharp, concise video representation of what the Port of South Louisiana is all about.

Collaboration with Neon Cloud began in the fall of 2019. Three team members were dedicated to our project: a creative director, who helped with the framing of our story; a videographer/motion graphics designer, who was both on the ground locally and in-studio graphically bringing the video to life; and an integration specialist, who communicated and coordinated with all those involved to improve workflow and resolve quality/efficiency issues. From September until the end of November, we participated in regular virtual meetings, starting with brainstorming sessions and successively forging our message into the final storyboard and script that is presented in *We Are the Port of South Louisiana*: location (fortifying the link of our name to the geographic location), assets (our multimodal connections; partnerships), accolades (rankings), and availability for growth (industrial properties).

In early December, we toured Port of South Louisiana's district with the videographer, who captured drone footage of infrastructure that would best fit the storyboard. The subsequent four or five months (in 2020) were spent in post-production, though we were in constant contact as modifications and refinements were made to the video. Around June 2020, not only did Neon Cloud Productions deliver the creative, fast-paced video message we envisioned, but, as an added value, they produced three video shorts, each highlighting a different aspect of the Port of South Louisiana, several motion graphics (10- to 15-second loops) perfect for use on social media, and a dozen high-resolution aerial photographs.

Conceptualization, proofing, changes, and recommendations for the video were made via Port of South Louisiana's Business Development department, with final approval made by its executive director.

## 5. Outcomes & Influence

Our digital media campaign has been strengthened by the presence of our video. We utilize this additional marketing tool to continually clarify the multimodal efficiency and strength of our Port. When applying for funding or proposing our Port as a location for a new industry, the video has proven to be effective. It is a clear picture of who we are and what potential we have for growth.

Since the launch of *We Are the Port of South Louisiana*, we have received many calls, emails, and comments from businesses in the area as well as national and international companies who want to learn more about our port.

In addition, the video has driven more business to our publisher; they have acquired several contract projects from businesses and organizations who saw *Port Log* and were impressed enough to pursue their own projects. Our model can be picked up and shaped by any organization or entity looking for creative ways to engage their community; therefore, our video has become not just an asset to us, but also to our partners, affiliates and citizens.

By highlighting the success and prosperity of our Port and our region through our *We Are the Port of South Louisiana* video, we are actively stimulating engagement and growth, and we will continue to implement and build on these strategies to maximize our connection to the community.