

FMCA Outstanding Awards: Best Video (External/Collaborative) 20,001 or more population Entry Form

Single video for an educational campaign, event or product/service launch.



Category Description

Single video for an educational campaign, event or product/service launch.

Name of Individual Submitting Entry

First

Last

Affiliation (Municipality/Organization)

Phone

Primary Contact Email

brian.hutchings@cfxway.com

Primary Contact Phone

(407) 690-5343

Entry Title

SR 528/SR 436 Interchange Conceptual Drive-through Video

Jurisdiction (City/Town/Village/Other)

Central Florida

Population

0

Social Media

We posted the Conceptual Drive-through video on CFX's social media channels; Facebook Twitter, YouTube at the beginning of the project, as well as during major milestones and completion.

Supporting Documentation

SR 528 video.docx

Single video not exceeding five minutes long for an educational campaign, event, or product/service launch.

What are the goals and objectives of the video (include target audience)?

The goals were to educate viewers about CFX's Signature project – the reconfiguration of the SR 528/SR 436 Interchange at the north entrance to Orlando International Airport (OIA) and drive viewer awareness of potential travel disruption during construction. Objectives included 1) reaching more than 25,000 OIA employees and millions of visitors coming to Central Florida through OIA; 2) creating awareness of potential travel delays due to construction related road/ramp closures; 3) garnering project support with the Greater Orlando Aviation Authority (GOAA) and their employees and contractors; and 4) creating beneficial news coverage for the community on this project by providing the media with dynamic video for use in their reporting.

Describe the strategies and platforms used for sharing the video and reaching the target audience.

CFX created a stand-alone website for the Signature project (www.528-436interchange.com) for travelers and communities to easily find information about the project including construction alerts, project updates, and project photos and videos. The conceptual drive video was featured on this website, as well as on the project webpage of CFX's agency website (www.cfxway.com).

CFX coordinated with GOAA to distribute project information, including the video and construction updates, via GOAA's internal and external communications channels. This helped reached the target audience of OIA's 25,000 employees and airport customers.

Prior to construction, and throughout construction, CFX also provided video to news reporters to enhance their coverage of this important interchange helping provide viewers dynamic visuals of the improved interchange's look and drive when construction is complete.

Describe who was responsible for this video production (including idea generation, development, approval, deployment, etc.).

The idea for a video was generated by CFX's Communications team working with our Engineering team. Given that this was a signature project, located on a major interchange, located next to one of busiest airports in the country, we know we needed to go above and beyond in producing compelling images to explain why we are doing what we are doing and the ultimate benefit to the hundreds of thousands of motorists and visits that drive through this area each year. Through these discussions, the creation of a video seemed to be one of the best methods to do this.

CFX's engineering and communications team and our public involvement firm, Quest Corporation of America (Quest), worked together to develop an outline and storyboard for the video. Then the subcontractor, Classen Graphics Infrastructure Development, produced the video based on construction plans provided by DRMP, the project's engineering firm. The CFX Communications team worked with its public involvement and marketing consultants, Quest and Day Communications, on the script and voiceover. CFX was responsible for the final video approval. The entire process took approximately 3 months from inception to finished product. Once the video was completed, CFX Communications and its consultants coordinated deployment (posting to the dedicated project web page, distribution to the airport, media and social media).

What is new, innovative or creative about this video?

The video is a high-definition, finely detailed animated rendering of what the completed project would look like. This was CFX's first foray into incorporating such a high-quality drive-through video to encourage the public to seek more information about a project, as well as garner support for a project through a highly challenging construction phase. This was much more effective than using traditional two-dimensional renderings.

Describe why the video was successful (include your evaluation process and any metrics).

Throughout the two-year reconstruction of the major interchange feeding into one of the nation's busiest airports, CFX received not one complaint of a missed flight due to a construction related road or ramp closure. CFX's efforts to advise the community and traveling public of potential traffic detours and delays resulted in minimal surprises for airport customers as well as local traffic. The video was an important tool in securing the public's interest in the project and driving them to pay attention to construction alerts.

The project's website garnered nearly 9,000 visits by almost 7,500 visitors. Additionally, the video (or link to it) was incorporated in at least seven major media stories about the SR 528/SR 436 Interchange Project.

NOTE: The COVID-19 pandemic hit and the world shut down just as the project started construction. Had it not been for the drastic drop in traffic and air travel that resulted at the beginning of the project, we believe the number of website visits would have been significantly higher.

SR 528/SR 436 Interchange Conceptual Drive-through Video
(https://www.youtube.com/watch?v=5J_yGj_r-Do)