

2016 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSION ENTRY FORM

6123

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

Check only ONE entry classification below:

- | | | | |
|-----------------------------|-------|-----------------------------------|-------|
| 1. Advertisements – Single | _____ | 8. Overall Campaign | _____ |
| 2. Advertisements – Series | _____ | 9. Periodicals | _____ |
| 3. Annual Reports | _____ | 10. Promotional/Advocacy Material | X |
| 4. Audio-Only Presentations | _____ | 11. Social/Web-Based Media | _____ |
| 5. Awareness Messaging | _____ | 12. Special Events | _____ |
| 6. Directories/Handbooks | _____ | 13. Videos | _____ |
| 7. Miscellaneous | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

Please check the appropriate box:

- CATEGORY 1 CATEGORY 2 CATEGORY 3

Entry Title _____ Port of Stockton Marketing Brochure _____
Name of Port _____ Port of Stockton _____
Port Address _____ P.O. Box 2089 Stockton CA 95201 _____
Contact Name/Title _____ Jeff Wingfield, Director Environmental and Public Affairs _____
Telephone _____ 209-946-0246 _____ Email Address _____ jwingfield@stocktonport.com _____

On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and **number your answers**. Your answers equal 50% of your score.

1. What are/were the entry's specific communications challenges or opportunities?

- Describe in specific and measurable terms the situation leading up to creation of this entry.
- Briefly analyze the major internal and external factors that need to be addressed.

2. How does the communication used in this entry complement the organization's overall mission?

- Explain the organization's overall mission and how it influenced creation of this entry.

3. What were the communications planning and programming components used for this entry?

- Describe the entry's goals or desired results.
- Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
- Identify the entry's primary and secondary audiences in order of importance.

4. What actions were taken and what communication outputs were employed in this entry?

- Explain what strategies were developed to achieve success and why these strategies were chosen.
- Specify the tactics used (i.e., actions used to carry out your strategies).
- Detail the entry's implementation plan by including timeline, staffing and outsourcing used.

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

- Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
- If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.



6123

PORT OF STOCKTON - MARKETING BROCHURE

AAPA 2016 Communications Awards Program, Classification 10 - Promo/Advocacy Materials

1. WHAT ARE/WERE THE ENTRY'S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?

From industry trade shows to local community events, representatives from the Port of Stockton (Port) are frequently meeting face-to-face with prospective clients. In an increasingly digital world, it is easy for an entity like the Port to provide future customers with a wealth of information simply by directing them to the Port's website after that initial interaction ends. But what if the prospective client forgets to go there later? What if they're not particularly "plugged in?" What if a business card in a stack of many others just isn't enough to jog someone's memory or pique their interest? The challenge met with this piece was this: how do we bridge that gap between an early interaction and the next step of reaching out to do business with the Port?

A previous version of the marketing brochure had been in use for over a decade and had become significantly out-of-date. To update the marketing brochure, the Port had to cull information from all corners of its business and distill it into an easy-to-read format. In addition to the folder's content, its design and presentation had also become not only out-of-date, but uninspiring.

Externally, the Port's challenge was engaging potential clients long after the face-to-face interaction had ended. The marketing brochure needed to relay key stats and information, maps, and contact information. In addition, it should grab attention with beautiful design and inspiring photography in a unique presentation.

2. HOW DOES THE COMMUNICATION USED IN THIS ENTRY COMPLEMENT THE ORGANIZATION'S OVERALL MISSION?

Our overall mission is to provide excellent service to our current business partners and attract new business, all while being a positive force for the local Stockton community and an exemplary steward of the environment at large. This marketing brochure focuses on attracting new business to the Port. It accomplishes this in the following ways:

Initial Presentation - the cover

- Sophisticated design on artisan paper stock
- Port of Stockton seal displayed in gold foil connotes prosperity
- Eye-catching custom size and format

Next Step - the "flip"

- Folder opens vertically for a unique presentation
- Tabs for each section are boldly displayed for easy access
- Swappable business card slot to provide primary contact information

Sections - the content

- Key Port information available by category
- Sections: Port Characteristics, Maps, Port Services, Dry Bulk, Liquid Bulk, Breakbulk, West Complex
- Gives prospective clients information they would need to help make their decision

Back Pages - the photography

- The back page of each section/tab is filled with vivid photography
- Photography shows the docks of the Port, ships, and several of its most significant cargoes

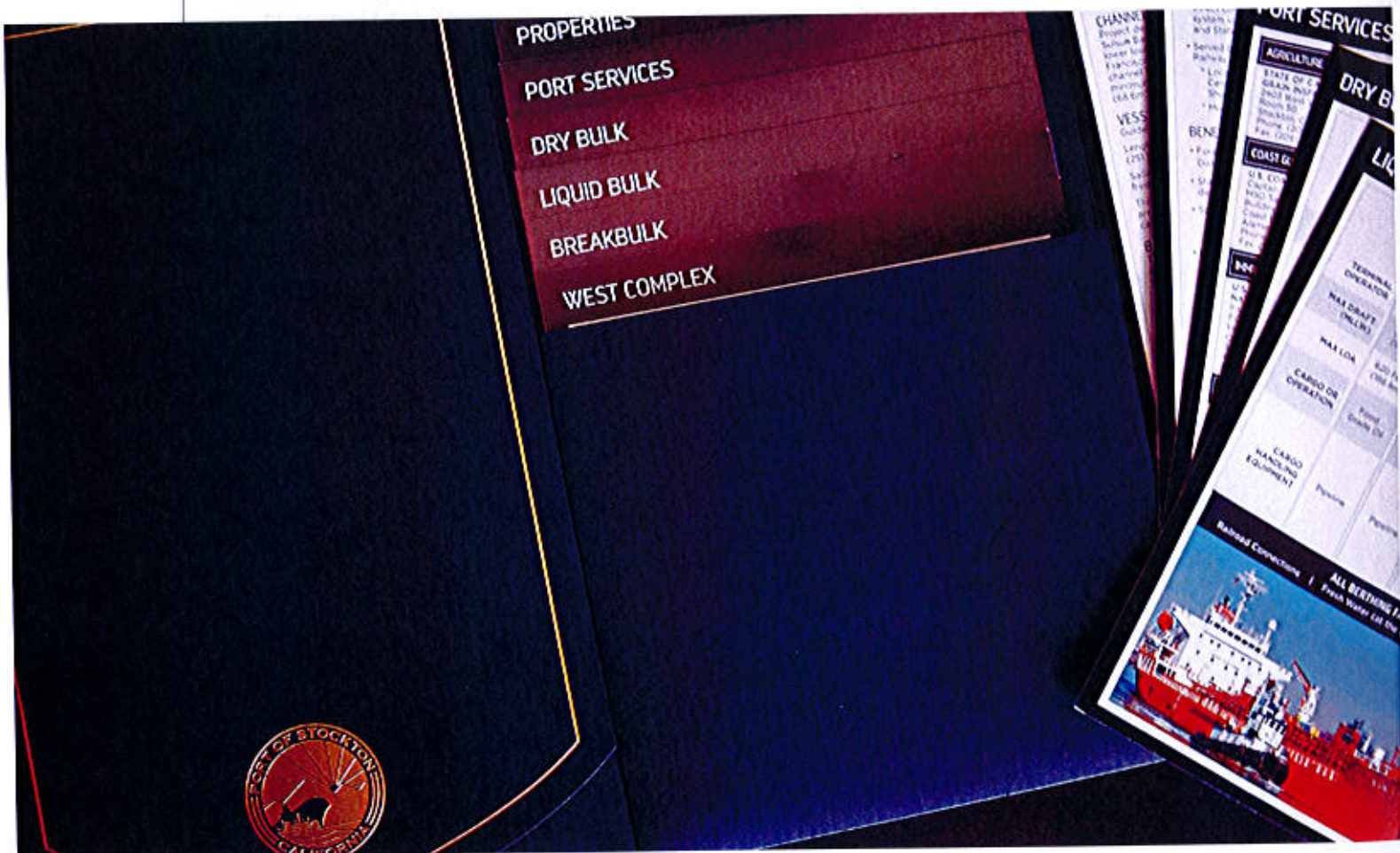
These features come together to create a visually-attractive, information-packed piece that helps the Port earn new business.

3. WHAT WERE THE COMMUNICATIONS PLANNING AND PROGRAMMING COMPONENTS USED FOR THIS ENTRY?

Our goal for this entry was to generate interest and attract new customers and business partners to the Port of Stockton by providing a well-designed, informative marketing brochure. The major objectives that were identified to meet this goal include:

Gather up-to-date key port statistics and information

The Port's marketing department coordinated closely with key operations personnel to verify and update the Port's capacities and specifications. Sections on approach, channel depth, vessel size, and bridge clearance provide operators important information to determine the navigability of their ships to the Port. Sections on stevedoring, warehousing, agriculture inspections, and other amenities tell operators what types of services they can expect. Detailed berth sections provide specifications and cargo handling equipment available at each berth.



5. WHAT WERE THE COMMUNICATIONS OUTCOMES FROM THIS ENTRY AND WHAT EVALUATION METHODS WERE USED TO ASSESS THEM?

The Port utilizes the marketing brochure to communicate with legislature representatives, industry leaders, local community stakeholders, potential business partners and tenants. Since the development of the new marketing brochure, Port staff has shared it with 10,000 maritime business leaders at 30 different conferences and special events. The brochure is one critical piece in the overall outreach and communications program that the Port implemented in 2015 in an effort to build understanding and awareness. To gather feedback of the success of the marketing brochure and overall outreach and communications program, the Port's sub-consultant Palmer conducted Business Leader focused surveys in late 2015 to compare the public's change in perception since 2013, and the results were very positive.

1. Rate the Port on visibility in the community.

2013: 48%

2015: 74%

2. Rate the Port's involvement in the community.

2013: 20%

2015: 41%

4. Do you know what is shipped, stored or manufactured at the Port?"

2013: 38% "yes" 50% "no, but would be interested"

2015: 50% "yes" 35% "no, but would be interested"

5. Professional and environmentally responsible

2013: 88% - 90%

2015: 90% - 93%

With these results, we see that while the Port was already viewed highly in terms of professionalism and environmental responsibility, the public's knowledge of what the Port ships, stores, and manufactures increased as well. Most notably, the Port increased its overall visibility in the community by 26%, and perception of the Port's community involvement doubled! This is in large part due to the creation and distribution of the marketing brochure.



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Shoot vivid photography in and around the Port

The photography, appearing on some front pages and featured prominently across the back of each page, highlights many of the cargo types the Port specializes in and some of the ships that have berthed in Stockton. This photography exhibits the Port's specialty in bulk and break bulk cargo.

Design a format of presentation that is useful and visually striking

The creative team conducted research into various format options. After brainstorming and sketching sessions, they decided on a vertically flipping design with an interior folder panel that holds in the individual pages and displays a business card.

Primary audience: Company CEOs, COOs, Boards of Directors, Facilities Directors, and others with responsibility for evaluating site locations for a company's business operations, those who attend trade conferences or would otherwise come into contact with the Port seeking information. These are likely very busy people who don't have the time to comb through dense reading material to find the information they seek.

Secondary audience: Anyone with an interest in learning about the Port and its features, services, and areas of expertise.

4. WHAT ACTIONS WERE TAKEN AND WHAT COMMUNICATION OUTPUTS WERE EMPLOYED IN THIS ENTRY?

Early in the process, the strategy was adopted to take an innovative approach. A previous folder had been in use for years, and it would have been easy enough to merely start with that one and update a few figures here and there. Instead, the folder redesign started from the ground up and the end result was a fresh new look and feel.

This project implementation began in the spring of 2015. The Port's Environmental, Government, and Public Affairs department led the effort with the Port's Maritime and Real Estate Departments as contributors and used HDR, Inc. (HDR) as a subconsultant for graphic design, photography, and overall conceptualization of the piece. The Port's Marketing department also provided important input throughout the process.

PROJECT TIMELINE

Week 1: Research and Brainstorming

Week 2: Sketches and Concepting

Week 3: The Port approves format direction / HDR and Port meet with printer representative to sample paper stocks and finishing options.

Week 4: The Port finalizes content / HDR designs layout of pages / HDR selects photography from its databases and goes to Port to take additional photography

Week 5: HDR submits first draft to Port / Port distributes to departments for approval/edits

Week 6: HDR/Port work to finalize / Sends to print

Week 7: Port receives marketing brochure from printer