



## PORT OF STOCKTON - PEEK AT THE PORT

AAPA 2017 Communications Awards Program, Classification 1 – Advertisements

“Peek at the Port” is a series of advertisements that were placed in a number of local/regional print publications, along with various Internet digital banner ads and emails that targeted the residents of Stockton and the surrounding communities. They were designed as part of an overall brand awareness campaign for the Port of Stockton that had two major objectives: to continue to raise awareness of the role that the Port plays in stimulating the area economy and community, as well as provide an educational overview of the Port of Stockton and its ongoing relationship to the community.

### **1. WHAT ARE/WERE THE ENTRY’S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?**

While research showed that the local area residents and businesses were gaining more knowledge about the Port from our various awareness campaigns, the Port of Stockton felt that the target audience was craving more unique insight about the Port. We used this opportunity to provide Stocktonians with a behind-the-scenes look at the Port and what it accomplishes for the community. (No security clearance needed!)

We approached this campaign by sharing stories about the Port. The first challenge was determining what type of stories to share. We talked with various Port Boat Tour attendees to gain insight as to what type of questions they had about the Port.

Questions presented included:

- What goes on at the Port at night?
- What is the port doing to mitigate any environmental impacts?
- What is that large white smoke plume coming from the Port?

Based on the feedback taken from our interviews, the Port determined that the campaign would have three primary objectives. They included:

- Provide factual information about the Port
- Demonstrate the Port’s commitment to sustaining the environment
- Show the community that the Port listens to their requests and provides clear and concise answers to their questions

By giving our neighbors a “Peek at the Port” through interesting, little-known stories, we are providing the type of transparency that people today are looking for and appreciate.

The opportunity was and is to continue to make a connection with Stockton residents and businesses through interesting stories that provide key insight about the Port in a fun and interesting way.

**YES, IT INCREASES  
PRODUCTIVITY.  
BUT MOSTLY,  
IT'S JUST  
REALLY COOL.**



**A PEEK AT THE PORT**

Head to the Port, and you might think we're launching semis into space. But what's really happening is even cooler. DTE Stockton, one of our partners and tenants, operates one of the cleanest energy producing facilities in the US. Those trucks are dumping scrap vegetation onto conveyor belts to be turned into clean energy. That white "smoke" you see coming from the Port? It's actually clean steam from the process.

888.635.8143  
PORTOFSTOCKTON.COM/PEEK3

Chair R. Jay Allen, Vice-Chair Elizabeth Blanchard,  
Commissioners Sylvester Aguilar, Gary Christopherson, Michael Patrick Duffy,  
Stephen Griffen, Victor Mow, Port Director Richard Aschieri.

**NOT EVERYTHING WE DO  
IS ON THE WATER.  
SOMETIMES IT'S  
UNDERWATER.**



**A PEEK AT THE PORT**

The amount of dissolved oxygen in the water is an indicator of the health of an aquatic ecosystem. Not only does it help fish breathe, it helps decompose organic pollutants. We operate two aeration facilities that add dissolved oxygen to our waterways when levels are low. So when the endangered Chinook salmon pass by the Port to spawn upstream, we give them an extra hit of oxygen so they can breathe easy.

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PORTOFSTOCKTON.COM/PEEK3

Chair R. Jay Allen, Vice-Chair Elizabeth Blanchard,  
Commissioners Sylvester Aguilar, Gary Christopherson, Michael Patrick Duffy,  
Stephen Griffen, Victor Mow, Port Director Richard Aschieri.

**WHEN YOU'RE  
GOING TO SLEEP  
WE'RE JUST  
GETTING OUR  
SECOND WIND.**



**A PEEK AT THE PORT**

New York may be the city that never sleeps, but Stockton has the port that never stops. We work day and night to bring more business to the Stockton area. Last year alone, we welcomed a record 245 ships carrying more than 3.9 million metric tons of cargo. That's 8.6 billion pounds! So rest easy, Stockton. While you're counting sheep, we're counting on a bright future for the city we love.

888.746.3561  
PORTOFSTOCKTON.COM/PEEK4

Chairman R. Jay Allen, Vice-Chair Elizabeth Blanchard,  
Commissioners Sylvester Aguilar, Gary Christopherson, Michael Patrick Duffy,  
Stephen Griffen, Victor Mow, Port Director Richard Aschieri.

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

In addition to providing excellent service to our business partners while attracting new business, part of the Port of Stockton's overall mission is to continually connect with the community, providing ongoing education on the important role that the Port plays in the local community. The Port wants Stockton residents and businesses to know exactly what function the Port plays in terms of job creation, improving the local economy, taking on important environmental initiatives and goods movement. The "Peek at the Port" campaign builds on our previous campaigns, and provides answers to key questions about the Port within the community.

Each ad in the "Peek at the Port" campaign provided answers to residents' questions through captivating headlines and stories. The ad, "Yes, it increases productivity. But mostly, it's just really cool" focused on one of the Port's business partners that operates one of the cleanest energy producing facilities in the U.S. It also answers the question of, "what is that large white smoke plume seen coming from the Port?" The answer is steam generated by the energy producing process.

A second ad looked at what happens at the Port at night - under the headline of, "When you're going to sleep, we're just getting our second wind." This also provided an opportunity to educate the public on how many ships came to the Port (247) and how many tons of cargo move through the Port (4 million tons!).

The third ad in the series headlined, "Not everything we do is on the water. Sometimes it's underwater" provided an opportunity to educate the public on how the Port helps to improve water quality for migrating fish through the operation of two aeration facilities, and how this helps to oxygenate the waterways when needed, which is critical for a healthy Delta ecosystem.

The ad series showcases the Port's mission of connecting with and educating the community, while discussing the ways it works to help improve the environment.

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

The overall goal of this ad series was to educate the area residents and businesses by utilizing a brand awareness campaign. The campaign helped to continue to solidify a sense of pride in the Port of Stockton as well as create a bond with the Stockton community. Components of the print campaign included:

**Research**

The main focus of the research was the questions asked during interviews with Boat Tour attendees. These questions formed the foundation of the ads' headlines and copy.

### **Design, Copy and Photography**

Once the ad headlines and copy were developed, we searched for images that would enhance the tone of the copy and developed a unique ad design that would help the ads be recognized and stand out from other print ads.

### **Placement**

Ads were placed in both local and regional magazines and newspapers, which helped reach Stockton residents and the business community, as well as residents and businesses of greater San Joaquin County.

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

The campaign strategy was to answer key questions asked by Stockton area residents in a unique and innovative manner. We developed this strategy so that we could build a connection with area residents and businesses to the Port of Stockton, as well as building community pride in its operation. The educational component was to help residents and businesses learn interesting facts about the Port and the contributions it makes to the area.

We utilized a variety of strategic media publications in order to create awareness about the Port. These included:

- Regional slick stock magazines
- Regional newspapers
- Regional business newspapers
- Regional Chamber of Commerce publications
- Regional Hispanic newspaper
- Emails to Regional Chamber of Commerce databases
- Banner ad placement on regional web networks
- Retargeting visitors to the Port of Stockton website

Our media plan was to begin ads in July of 2016 and continue the campaign for 7 months. Now that the campaign is completed, we are conducting post-campaign online research to determine the effectiveness of the ads. Staff from the Port of Stockton that participated in this campaign included the Director of Environmental & Public Affairs and a Marketing Assistant. The Port of Stockton outsourced all creative development to the Palmer Ad Agency.

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

Port's subconsultant Palmer conducted surveys in 2017 to compare the public's change in perception since 2015, and the results were very positive.

1. Rate your overall perception of the Port of Stockton:

Extremely favorable

2015: 25.0%

2017: 48.5%

2. Rate the Port's importance to the Stockton area:

Extremely important

2015: 75.0%

2017: 85.7%

It's important to note that in 2015 the Port of Stockton achieve significant gains in these key areas, and despite those remarkable gains we were still able to achieve gains in 2017 from the campaign.