



PORT OF STOCKTON - D.E.E.P.

AAPA 2016 Communications Awards Program, Classification 1 – Advertisements

Because of the Port of Stockton's unrelenting commitment to environmental stewardship, the Port created the Delta Environmental Enhancement Program (D.E.E.P.). The program is designed to enhance air and water quality, along with the wildlife habitat in the Delta and surrounding communities.

The Port developed a series of advertisements that were placed in a variety of local and regional print publications, along with various digital banner ads and emails that targeted the residents and businesses of Stockton and the surrounding communities. The ad campaign is part of an overall brand awareness campaign for the Port of Stockton, and was designed to provide an educational overview of the conservation efforts undertaken by the Port.

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

The Port has been running various awareness campaigns over the past several years, questions posed by Boat Tour riders showed that environmental issues were important to the Port's audience. One question in particular, "What is the Port doing to mitigate any environmental impacts?" showed that our target audience was genuinely interested in the Port's relationship with the environment.

We approached the campaign by focusing on the Port's "Delta Environmental Enhancement Program," or "D.E.E.P." The ad campaign was designed to show that the Port was proactive in its commitment to environmental stewardship by providing examples of what was being done. It was also designed to showcase the Port's overall environmental efforts, and that environmental stewardship wasn't simply "lip service," but actually a true passion of the Port.

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

The Port's mission includes several key components that help to connect with the community. They include providing excellent services to our business partners while attracting new business. In addition, ongoing education to area residents and businesses is an important role for the Port, as well as part of its overall mission statement. Thanks to previous campaigns, people know the economic role that the Port plays on the local economy. What people didn't know was the environmental role that the Port played.

A COMMUNITY FARM WITH SOME SWEET RESULTS.



Our commitment to community doesn't end with providing jobs. We help our neighbors live more sustainable lives through our partnership with the Boggs Tract Community Farm.

Not only is the farm on Port land, we donate organic fertilizer made from the water hyacinth we clear from the Delta. Fresh veggies, eggs and honey—plus empowered families—are the happy result.

It's just one way we balance our love of commerce with our commitment to this place we call home.

PORTOFSTOCKTON.COM/DEEPI
888.505.0279

The Port's Delta Environmental Enhancement Program (D.E.E.P.) aims to enhance air quality, water quality and wildlife habitats in the Delta and surrounding communities.



Port of Stockton
CALIFORNIA

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

WE'RE TURNING SAND INTO BUTTERFLIES.



28 miles west of Stockton lie the Antioch Dunes. At first glance, you might not give them much thought. But these dunes happen to be the one and only home of the endangered Lange's Metalmark Butterfly. Dunes tend to erode, which is a matter of life and death for these delicate beauties.

Enter the Port of Stockton. Every year we dredge part of the San Joaquin River to clear the path for the large ships heading to and from the Port. Then we pipe sand—in the form of dredged mud—to the dunes.

It's just one way we balance our love of commerce with our commitment to protecting this place we call home.

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OUR RODENT CONTROL OFFICERS WORK NIGHTS FOR NO PAY, BUT THEY DO GET FREE HOUSING.



Occasionally, for safety reasons, we have to tear down old and dilapidated buildings at the Port. But what we call dilapidated, barn owls call home.

So 10 years ago, we launched the Barn Owl Nest Box Program. Soon, our 20 barn owl nest boxes were filled by grateful tenants. They REALLY seem to love them, as over 700 baby owls have already hatched in them.

These owls help us just as much as we've helped them. They protect our levees by consuming over 60,000 rodents annually—without the need for toxic baits or other environmentally unfriendly methods.

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The first ad in the D.E.E.P. series focused on a little-known fact that an area west of Stockton is home to the endangered Lange's Metalmark Butterfly. Due to dune erosion, the delicate butterflies, which require sand dune habitat, are at great risk. The ad showed that the Port takes an active role in helping to mitigate dune erosion, helping to protect these beautiful butterflies from extinction.

The second ad in the series showcases the Port's innovative effort known as the Barn Owl Nest Box Program. When the Port demolishes dilapidated buildings, the Port staff noticed many were home to local Barn Owls. In order to provide an alternative home the Port installed over 20 Barn Owl nest boxes around the Port. It's working, as over 2000 baby owls (owlets) have hatched during the program's existence, which began 10 years ago.

Not only is the Port providing homes for these beautiful creatures, the barn owls consumed more than 20,000 rodents each year. That helps eliminate the need for toxic bait or other environmentally unfriendly methods. It shows that the Port is able to meet the delicate balance of meeting business needs with the protection of the environment.

The third ad in the series highlight's the Port's partnership with the Boggs Tract Community Farm. This farm, which is on property donated by the Port, utilizes organic fertilizer made from the water hyacinth that the Port clears from the Delta. The program delivers fresh vegetables, eggs and honey as the end result.

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

As part of our ongoing brand awareness campaigns, this ad series was designed to educate the residents and businesses on the ongoing environmental efforts undertaken by the Port of Stockton. Secondary benefits included enhanced visibility of the Port in a key area - environmental stewardship - as well as forming a bond with the community.

Components of the print campaign included:

Research

The Port was able to highlight the key environmental efforts that they were undertaking. This provided the foundation for the concepts of the three ads in the series.

Design, Copy and Images

Once the concepts were developed, ad headlines and copy were written. We utilized a humorous approach in the headlines to draw attention to the ads. We employed a series of unique illustrations to complement the copy and headlines, as well as produced a unique ad design that would help make the ads instantly recognizable as part of the Port's campaign. This was also done to help the ads stand out from other print ads in the various publications that they appeared in.

Placement

The ads were placed in local and regional magazines and newspapers, which helped target Stockton residents and the area business communities, as well as those in San Joaquin County and surrounding areas.

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

We designed this campaign to showcase the role of our environmental stewardship for the community. In addition, we wanted to create a campaign that would foster a connection with the residents and businesses due to our proactive environmental efforts, while building pride in the work we were doing.

To accomplish these goals, we utilized a variety of strategic media publications and digital opportunities that 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

We started our media placements in November of 2016, and continues to run currently. This provided enough media exposure to reach our target audience a significant number of times so that the ads would have the appropriate frequency to achieve the desired awareness. We have done some interim online research to help measure the overall effectiveness of the ads, and will continue to do so. 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?

Palmer Ad Agency, the Port of Stockton's subcontractor, conducted an online survey in April of 2017. Comparing results in key areas from a survey conducted in 2015 confirmed that positive gains were made due to the campaign.

1. The Port of Stockton is Environmentally Responsible

Very applicable:

2015: 37.5%

2017: 54.55%

This is direct support of our environmental campaign, showing a truly significant gain in the area's perception of the Port's commitment to the environment.