



## **PORT OF STOCKTON - LIGHT POLE BANNERS**

AAPA 2017 Communications Awards Program, Classification 4 - Awareness Messaging

In support of our overall brand awareness campaign, the Port of Stockton created gonfalons that showcased key facts about the Port along with complementary images. These light pole banners were designed to support our overall advertising and marketing efforts using minimal copy.

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

The key challenge was to find a way to disseminate key facts about the Port in a visually interesting manner. As light pole banners have minimal to no supporting copy, the banners had to convey key facts quickly and in a way that grabs people's attention.

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

A key feature of the light pole banner campaign was that it had to tie into the Port's overall brand awareness campaign. Part of the Port's mission is to educate the public, and the banners that were designed helped to achieve that end. They contained important facts along with arresting visuals to capture people's attention, while still leaving the viewer with information that was new and fresh.

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

The campaign was conceived utilizing materials from ongoing ad campaigns, so they would provide a supporting medium to the campaign. Quick facts were the only copy, and interesting graphics were placed to be visually engaging.

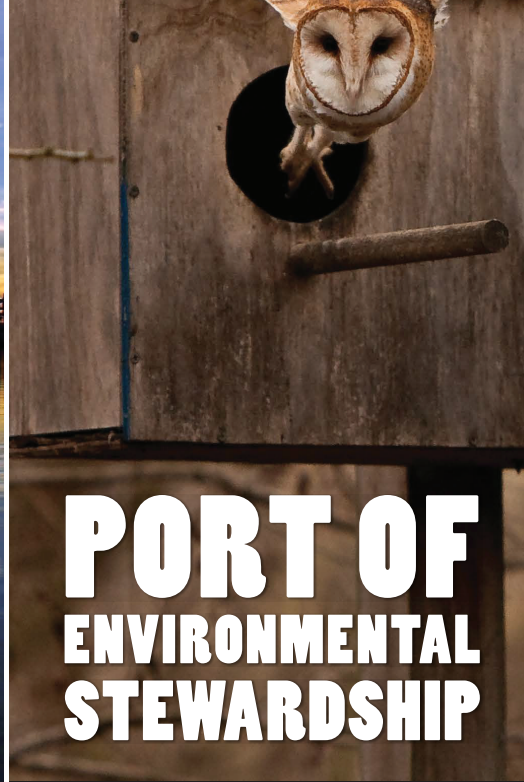
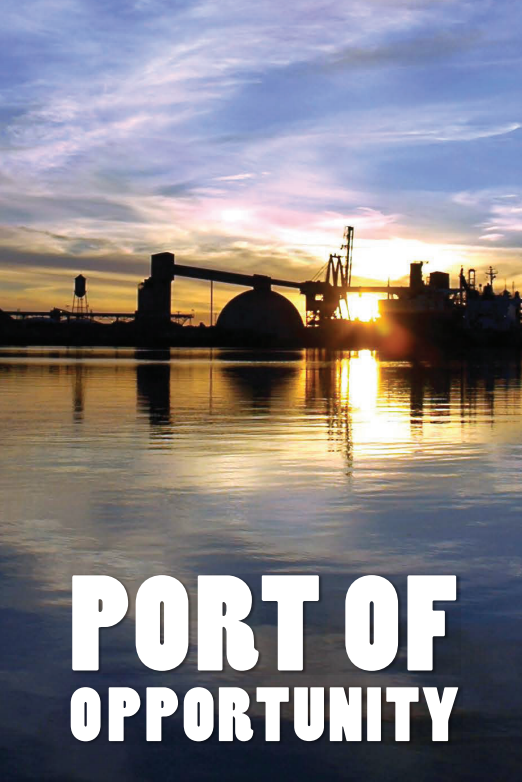
### **4. WHAT ACTIONS WERE TAKEN AND WHAT COMMUNICATION OUTPUTS WERE EMPLOYED IN THIS ENTRY?**

We produced 5 different light pole banners as part of this supporting campaign. Placement was in key areas in the downtown Stockton area - an area that drew large crowds due to events hosted at this high-traffic location. They were extremely visible and very cost-effective.

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

It's difficult to quantify light pole banners, as there is no way to measure viewership. But many people did mention the banners in conversations with staff, and the Port plans to continue using this support media on future campaigns.





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OPPORTUNITY**

**PORT OF  
ENVIRONMENTAL  
STEWARDSHIP**



**Port of  
Stockton**  
CALIFORNIA



**Port of  
Stockton**  
CALIFORNIA



**\$1.5 BILLION  
IN CARGO EVERY YEAR**



**Port of  
Stockton**  
CALIFORNIA