



PORT OF STOCKTON - ADVANTAGE STOCKTON VIDEO

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The video, *Advantage Stockton – Port of Opportunity*, highlights the dynamic advantages of the Port of Stockton (Port) for potential customers, tenants, and local stakeholders. From an exceptional location that is a central transportation hub of “road, rail and river,” to the extensive availability of customizable warehouse space, and excellent infrastructure, the Port Stockton contains many unique advantages not often seen in other port locations in California. Told through actual case studies of existing tenants and customers, what emerges is a portrait of a customer-centric Port, infused with a “can-do” spirit, that tangibly demonstrates the competitive advantages inherent with locating operations at the Port of Stockton.

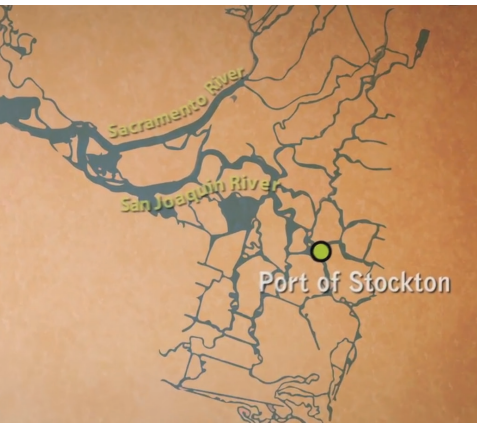
1. WHAT ARE/WERE THE ENTRY’S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?

According to **comScore**, online video is booming. By some estimates, online video accounts for more than 70% percent of consumer internet traffic. As more people watch, and read less, it is clear that percentage will only continue to grow. As a result, video is utilized by millions of businesses of all types to highlight their products and services. Add to this support through social media, and you have a very effective and powerful marketing and sales tool. With 220,000 square feet of available warehouse space and 500 acres of undeveloped land, the Port is always looking to grow its business by attracting new tenants and business partners. Given that corporate decision makers are notoriously busy, the idea of making a brief, focused video promoting the Port available at the click of a mouse was an opportunity that couldn’t be ignored.

The Port had several internal and external challenges to address. The key to any online video is to rise above the noise of so many competing videos, and to make sure the content will resonate with the target market – in this case potential customers, tenants, and stakeholders. To do this the Port decided to highlight the tangible advantages through the stories of actual customers and tenants, and to promote the video through on-line and social media outreach to the target market.

Second, we also had to select a video production company that we could trust to produce a professional video product in a cost-effective and timely matter. We had to provide that production company with a vision for what we wanted, the facts and figures to flesh it out, and access to the tenants and properties best able to tell our story. Working with the right production company is critical to the success of the product.

Finally, we have the ongoing issue that many potential customers and tenants don’t even know there is a port in Stockton. So we emphasize how sophisticated our operations and



infrastructure is, and we work hard to position ourselves as the can-do Port who you want to partner with for success.

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

Our overall mission is to create jobs and economic activity for the region as well as 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 promotional video focuses on attracting new business to the Port by highlighting what makes it unique among ports:

Location

Situated on the San Joaquin River 80 miles inland from the San Francisco Bay, the Port is described in the video as the "Gateway to the Western United States." Erin Jenkins of Best Logistics notes that the Port works great for her business because it is minutes away from Interstate 5, which goes all the way from Mexico to Northern Canada. Lisa Mortenson of Community Fuels also appreciates the location's access to a skilled labor force.

Transportation Modes

The video highlights the Port's advantage in multiple transportation modes. Footage is shown featuring not only the marine activity at the Port, but also its connections to the Interstate system and the two largest rail networks in the country. Carlo Martinelli of Yara International remarks that the Port's ability to accept ships of up to 30,000 tons decreases the cost of receiving product from Europe.

Space and Facilities

The copious amount of warehouse space, open storage, and undeveloped land are all highlighted in the video. Jenkins appreciates the expandability of the Port's storage. Steve Escobar, Deputy Port Director Real Estate & Port Development, appears onscreen to explain the Port's robust construction support, including the fact it holds an approved Programmatic EIR. This allows the Port to save tenants time and cost when applying for permits, he explains.

Can-Do Spirit

The video ends with some final statements from Port tenants and employees, including the Port's Director, who extols the positivity of the Port: "The Port of Stockton does have a real can-do spirit. It looks to bring in tenants. It looks to bring in jobs." Martinelli sums things up: "With the lease the Port of Stockton provided for us, it was just the choice that we couldn't pass up."

Highlighting these strengths is, in effect, highlighting the Port's mission of providing excellent service to existing business partners and attracting new business.



RICHARD AS
DIRECTOR, PORT



STEVE ESCOBAR
PORT OF STOCKTON

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

This entry's goal is to provide prospective Port customers a brief but informative video that will make them want to reach out to the Port and learn more. It details the numerous business and operational advantages of locating at the Port through the voice of actual customers who can tangibly discuss the advantages to their own organizations.

The major objectives that were identified to meet this goal include:

Effective and strategic use of the video

To do this we leveraged our extensive email list and used other social media platforms such as twitter, Facebook combined with personal appearances to ensure the video and it's message was disseminated. With over 10,000 views we consider this a success.

Reaching our audience

Catering our outreach to the Port stakeholders, and business organizations of related companies that use ports, was essential in getting our message out. In addition, personal appearances in which the video is highlighted in presentations to many stakeholder, affinity organizations, and community groups helps guarantee that our target market understands the benefit of the business and operational advantages of the Port of Stockton.

Audience


The primary audiences for this piece are company CEOs, COOs, Boards of Directors, Facilities Directors, decision makers and others with responsibility for evaluating site locations for a company's business operations. The video is also part of the marketing department's trade show booth and is played at various trade shows and industry conferences.

Secondary audience s include the general population of Stockton, especially those who visit the Port's website or are connected with the Port through social media. While the video is for promotional purposes, it is broad enough to be enjoyed by anyone wishing to learn about what the Port does.

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

Certainly having current tenants attest to the impact of the Port's advantages having a positive effect on their business is the most important strategy employed. This creates an authenticity that validates the claims expressed in the video. Also, it was decided to use a "soft" approach to "sell" the Port. Some of that was achieved by letting the current tenants tell their positive stories, and further achieved simply by relying on dynamic images supported by appropriate music. It was felt that this would convey the dynamism that characterizes the port's growing volume and robust infrastructure.

Our strategy for this promotional video was to show what makes the Port special. We chose to break up the video this way to keep the narrative



organized. The onscreen special effects titles clearly delineate these sections in an eye-catching way, and they focus the viewer's attention on the points being made. The video was loosely broken up into four sections.

Timeline

Week 1: Research and brainstorming

Week 2-3: Concepting, storyboarding, and scriptwriting

Week 4: The Port approves storyboards and script, schedules shoots with tenants

Week 5-6: Video shoots occur

Week 7-8: Post-production

Week 9: Port approves final version, places video on website and social media

The Port staff that was involved in the making of this video included the Director of Environmental, Government & Public Affairs and his staff, the Deputy Port Director of Real Estate & Port Development, and even the Port Director himself.

Working with a small but effective video production company, the Port needed to plan the scope of the video. With consistent evaluations at the pre-production, production, and post-production stage, the progress of the video moved forward with everyone's approval and satisfaction. It's no small chore to synthesize the message. With a Port as sprawling and diverse as the Port, there wouldn't be time to cover everything. The video had to make a compelling case for doing business with the Port while still being under five minutes long. We believe we accomplished that balance of viewer interest and video length – while still maintaining a consistent message in a visually dynamic video.

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

The port has embedded the video to its website for prospective tenants to view on their own, as well as to YouTube for disbursement across social media platforms. To date, the video has been viewed on multiple platforms with more than 10,000 views. Additionally, a file for larger venues was created so Port personnel can present at conferences, trade shows, and sales calls. We believe the message of this video is clear: We have an extraordinary Port here in Stockton that offers a Sea of Opportunity – a Port that will provide customers with unparalleled advantages. This is a message that has made it's way from Washington DC to the meeting rooms of port managers throughout the country. Perhaps the biggest indication of success is our continued sustained growth.

The Port of Stockton conducts an annual online survey to gauge the increase of local awareness. The most recent survey showed the following results proving that our most recent video was a success.

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%