



## PORT OF STOCKTON - PORT PROUD STOCKTON PROUD

### Advertisements

The Port of Stockton (Port) has an ongoing commitment to environmental stewardship, as well as a commitment to the community in which we operate. It is more than commerce, though there are many economic benefits to the businesses and residents of San Joaquin County. We are also committed to our community—from supporting multiple charities to providing a home for 132 business partners ranging from artists to global shippers.

The Port developed a series of print advertisements that were placed in both local and regional consumer and business publications. In addition, the ads were repurposed as banners to be viewed on several websites in San Joaquin County including the Port's website and disseminated in e-blast format. The ads were designed to target residents and businesses and showcase our environmental commitment as well as our commitment to the people and businesses in the Stockton and San Joaquin area.

The Port created a fact-based campaign, designed to not only build awareness of the Port, but to specifically provide education and information on the different ways the Port impacts the community, including the Port's different business partners, the 505 acres that the Port set aside for environmental habitat-related projects and the amount of cargo that passed through the Port last year.

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

For several years, the Port has been conducting educational campaigns that are designed to showcase our mission of environmental stewardship and contributions to the community we serve. Previous campaigns provided examples of the types of environmental efforts the Port has conducted.

The current campaign continued discussing the Port's passion for environmental leadership, but also integrated campaign elements that talked about our partnership with the community. One ad showcased the fact that 132 businesses were part of the Port's "neighborhood," and that the businesses ranged from local artists to global shippers. This provided an opportunity to give San Joaquin residents and businesses an insightful look into the state of the Port and what we are trying to accomplish as an integral part of the community.

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

Part of the Port's ongoing mission is to attract new businesses while providing unparalleled service to our current business partners. We also wanted to continue reminding area residents and businesses about our ongoing role in protecting and

WE'VE PURCHASED  
**505 acres**  
OF LAND EXCLUSIVELY FOR HABITAT  
RELATED PROJECTS

OUR COMMITMENT TO STOCKTON GOES FAR  
BEYOND COMMERCE

The Sacramento-San Joaquin Delta is an important and delicate environment. Not only does it provide drinking water for two-thirds of the state, it acts as a habitat for countless fish, birds and wildlife. We're all focused on maintaining and protecting this area as we are contributing to Stockton's economy.



For more information call 888-635-8143  
or visit [portofstockton.com/proud3](http://portofstockton.com/proud3)

**Port of Stockton**  
CALIFORNIA

Chair Elizabeth Blanchard, Vice Chair Michael Patrick Duffy, Commissioners Sylvester Aguilar, R. Jay Allen, Christopher Johnson, Stephen Griffin, Victor Mow and Port Director Richard Aschieri.

**PORT PROUD STOCKTON PROUD**

WE'RE HOME TO  
**132 BUSINESS PARTNERS**  
FROM GLOBAL SHIPPERS TO LOCAL ARTISTS

IT'S A NEIGHBORHOOD AS DIVERSE AS STOCKTON ITSELF

We're more than a Port, we're a community. And a thriving one at that. With easy access to rail, road and sea, our own police force, and over 700 acres available for development, it's easy to see why companies are flocking to the neighborhood.



For more information call 888-505-0279  
or visit [portofstockton.com/proud1](http://portofstockton.com/proud1)

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WE HANDLE ROUGHLY  
**4 million**  
TONS OF CARGO LAST YEAR

IT'S A LOAD OFF OF STOCKTON'S BACK

Port of Stockton is the #1 dedicated bulk/break-bulk port in California, with 226% cargo growth since 2010. It does that mean for Stockton? Well, for starters we get nearly \$1.4 million every year in our local economy lifting local businesses.



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improving the environment. Our previous campaigns talked specifically about the economic role we have played and the economic impact that we have had on the area, but this current campaign went further as it was intended to educate and inform San Joaquin residents and businesses about our role in community partnerships.

The first ad in the series focused on the fact that the Port purchased 505 acres of land that is to be used exclusively for habitat-related projects. It stresses the delicate nature of the San Joaquin Delta and shows the Port's commitment to preserving and protecting that area.

The second ad in the series focused on the 132 business partners that make up the Port's "neighborhood." It was important to show people that it is not only large businesses or world-wide shipping companies, but local artists as well that are part of the Port's overall community. It also provided information on the amount of acreage under development and highlighted the fact that the Port even has its own police force.

The third ad continued the educational focus of the Port, informing people that there was 4 million tons of cargo handled last year. It also informed readers that the Port of Stockton is the #1 dedicated bulk/break-bulk port in California, an important educational note we wanted to share with the residents and businesses of San Joaquin.

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

The Port has been creating and publishing brand and informational awareness campaigns for several years. This ad series was designed to highlight the Port's ongoing environmental mission and use education and information to show specifically what is being done in that arena. Secondary benefits included information on the Port's role in the community and its partnership with businesses in the San Joaquin area. Elements of the print campaign included:

#### Research

The Port provided the key information on shipping tonnage and the number of acres purchased for environmental purposes. This formed the foundation for the headlines in the ad series.

#### Design, Copy and Images

Once the concept was developed, ad headlines and copy were written. We also produced a unique ad design that provided continuity for the series and let residents and businesses know immediately the ad was from the Port of Stockton. The ads were also designed to stand out from other ads in the publications they appeared in.

#### Placement

Print ads were placed in various local and regional newspapers and magazines targeting residents and businesses in the Stockton and San Joaquin areas. Banner ads ran on select websites throughout San Joaquin County. Email marketing was sent to businesses throughout San Joaquin County.

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

There were two goals: to continue the Port's educational campaign on its role in environmental stewardship, as well as to address the community aspect of the role the Port plays with people and businesses that goes beyond the economic contributions.

To do this, we utilized various strategic media publications that included:

- Regional magazines
- Regional Chamber of Commerce publications
- Regional newspapers
- Email marketing and banner ads on websites targeting San Joaquin residents and businesses
- Regional business publications

The media ran from October 2017 through January 2018. Online research is being planned to determine the overall effectiveness of the ads. Staff from the Port of Stockton that participated in this campaign included the Director of Public Affairs and a Marketing Assistant. The Port 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?**

As previously stated in Question 4, online research is being planned to help determine the overall effectiveness of this campaign regarding awareness and impressions about the Port of Stockton.

As webpages and e-blasts were an integral part of the campaign, we looked at web traffic as an indicator of interest. During the campaign's run through its conclusion, web traffic increased 12% in page views. This increase was obtained by tracking URLs.