



Discover your
Wonderfront

2018 AAPA COMMUNICATIONS AWARDS PROGRAM

Classification: 8. Overall Campaign
Port Category: 3
Submission: Destination Marketing:
Discover Your Wonderfront

Submitted May 1, 2018



Table of Contents

Executive Summary

- I. Challenges & Opportunities**
- II. Supporting our Mission & Business Operations**
- III. Planning & Programming Components**
- IV. Action Plan & Outputs**
- V. Outcomes & Evaluation**
- VI. Appendix: Creative Examples & Additional Results**

Executive Summary

The Port of San Diego has developed a comprehensive destination marketing strategy to bring visitors and locals alike to enjoy the vast amenities of our dynamic waterfront. The campaign encompasses one overarching macro-campaign and seven individual micro-campaigns that are connected together to promote the waterfront as a whole, and the different communities along the waterfront that offer their own opportunities for visitors.

The campaign brings together the businesses on the waterfront such as hotels, restaurants, museums and attractions, with public amenities like art installations, fishing and viewing piers and public parks. By gathering all this information and delivering it to potential visitors, we are inviting more people to explore and discover the experiences we offer.

More importantly, we are finding new ways to reach out to our target audiences beyond traditional media outlets. By conducting careful research and defining our primary audience for each of the seven micro-campaigns, we are able to tailor our media plans to reach our demographic, psychographic, and geographic audience with unprecedented precision. This ensures we are inviting exactly the people who are waiting to discover the Wonderfront.



I. Challenges & Opportunities

The Port of San Diego is an innovative champion for the 34 miles of San Diego Bay waterfront along five very different cities: Chula Vista, Coronado, Imperial Beach, National City and San Diego. Along those 34 miles are 2,400 acres of land and 3,500 acres of water, interspersed with military facilities, our partners in managing the other 37 miles of coast along the Bay. The Port's jurisdiction is split into nine distinct planning districts, each with its own varied mixture of three designated land uses: maritime industrial, public access and commercial recreation. Our challenge was to filter through all that information and welcome visitors to enjoy the areas designated for them.

To make matters more complex, some areas have parks and campgrounds, others have floating museums. Some boast retail and restaurants, while others host concerts and events. Inviting people to experience the Port of San Diego waterfront is inviting people to experience something as vast and fluid as the water itself.

Putting together campaigns for each individual area would be cost-prohibitive, and would not allow us to leverage our brand voice. Further, it would not allow us to weave the diverse areas together with the common threads they do share – the scenic waterfront, the opportunity to explore, and of course, that they are all part of the Port of San Diego.

Additionally, we recognized that our businesses were marketing themselves individually, but we were missing out on the opportunity to market ourselves cooperatively. We needed to attract visitors to the location as a whole to explore restaurants, hotels, art, parks, recreation, attractions and more. We needed to create communities for our tenants to be part of marketing campaigns in order to drive awareness, visitors and revenue.

II. Supporting Our Mission & Business Operations

The Port's Vision, Mission and Brand Promise along with the sub-brand line of business purpose are all central to the planning process of our marketing and communications efforts.

Vision Statement: We are an innovative, global seaport courageously supporting commerce, community, and the environment.

Mission Statement: The Port of San Diego will protect the Tidelands Trust resources by providing economic vitality and community benefit through a balanced approach to maritime industry, tourism, water and land recreation, environmental stewardship and public safety

Brand Promise: Enrich the relationship people and businesses have with the dynamic waterfront of San Diego Bay, providing prosperity and a more remarkable way of life.

Experiences Sub-Brand Purpose: Port Experiences provides unique opportunities to explore and enjoy our vibrant waterfront. As a treasured destination, the Port is the heart and soul of our collective pride, welcoming visitors from around the world to be inspired by San Diego Bay.

These guiding statements help us determine what we should be supporting operationally – commerce and community, tourism and recreation, prosperity on the waterfront; and provide us with a framework for how to convey our messaging – innovative, courageous, remarkable. Using our newly launched brand promise, and the experiences sub-brand purpose, we began developing our four campaign objectives and complete campaign development plan.

Campaign Objectives

- Build the Port of San Diego's identity as a destination and demand for the destination among potential visitors
- Drive traffic to defined areas, increasing visitation to both tenant businesses and public realm amenities
- Increase spending at tenant locations, and corresponding concession revenue for the Port
- Explore co-marketing opportunities with Port tenants to provide synergies with existing tenant efforts and objectives

Campaign Development Plan

Research & Planning Timeline	
Q2 2017	1) Define visitor locations/agree upon naming conventions/set boundaries for each area
Q2 2017	2) Determine revenue opportunities within each area based on historical percentage rents paid, projections, and potential increase focus points
	a. Tenant Concession Revenue History (Top 5 Revenue Generators by Tenant)
	b. Area Concession Revenue History (Top 5 Revenue Generators by Area)
	c. Actuals vs Projections Analysis (By Tenant and by Area)
Q2 2017	3) Identify target audience for each area based on current user demographics, visitor opportunities and revenue drivers
	a. Intercept Survey (Current Users)
	b. Online Survey (Travel Market)
Q3 2017	4) Develop database of tenants, attractions and amenities specific to each area
Q3 2017	5) Develop specific themes and defining characteristics for each area to create location specific messaging and materials that will drive the corresponding target audience based on the ultimate objectives for each area
Q3 2017	6) Develop overall marketing campaign concept that will tie each of the different areas, themes, messages and audiences together based on commonalities and the Port Experiences sub-brand.
Q3 2017	7) Develop media and marketing plan based on target demographics for each area
Q4 2017	8) Determine overall and area specific performance metrics for traffic and revenue, and means for collecting data
Q4 2017	9) LAUNCH Wave 1 with Selected Premiere Micro-Campaign, Analyze performance and adjust media plan as needed
Q1 2018	10) Implement Wave 2 of Selected Premiere Micro-Campaign, Analyze performance
Q2 2018	11) Implement Wave 3 of Selected Premiere Micro-Campaign
Q2 2018	12) Conduct Quantitative & Qualitative testing on Micro-Campaign creative elements for understanding, resonance and effectiveness
Q3 2018	13) Utilize lessons learned to develop distinct creative materials and tailored media plan for Secondary Micro-Campaign
Q3 2018	14) LAUNCH Wave 1 of Secondary Micro-Campaign, Analyze performance and adjust media plan as needed

III. Planning & Programming Components

Research & Development:

The process began with an intensive research and development phase to ensure a data-driven approach to the campaign, based on current market research, industry trends, and historical data.

Current User Research/Intercept Survey: The team contracted with True North Research to conduct a minimum of 200 on-location intercept surveys in each of the seven sub-areas for 1,400+ intercepts to quantify how individual users are interacting with the location, why they choose to visit, what they enjoy most, and how they make decisions about how to visit. The intercept surveys also collected traditional household demographic information in order to help create audience profiles specific to each area and identify commonalities among all waterfront visitors.






















Travel Market Research/Online Survey: Additionally, the team worked with Luth Research, Inc. on a wider study that included all of San Diego County as well as our primary travel markets of Southern California and Arizona to determine the biggest tourism draws and barriers for visitors, and their nexus with each of the seven sub-areas. The 1,000+ online surveys also provided digital profiles for likely visitors to inform our critical digital media buying strategy.

Historical Tenant Concession Research: The Port of San Diego Real Estate Department provided the top five revenue generators per tenant by concession type, and then aggregated the top five revenue generators by concession type per area over the past two years in order to get a clear indication of what has been performing well and where we had room to grow. This data, along with the survey data, helped create Unique Selling Propositions (USP) for each area in order to promote the locations.

Campaign Concept Development: The team worked with local marketing agency The Mth Degree to develop the macro-campaign concept and initial creative look, as well as the seven unique micro-campaign creative looks that work together to create a system of marketing materials that leverage each other. The research from each of the studies was used in campaign development to ensure the location's USP is conveyed in all materials.

Profile Sheet:

Thousands of surveys and years' worth of data were then condensed and compiled into a single profile sheet that outlined the USP, primary and secondary audiences, micro-campaign goals, key audience insights and media usage habits. This guiding document is used in the creative development of all campaign materials, guides all media placement and ensures each micro-campaign is tailored to its own specific audience.

							
Unique Selling Proposition (USP)	 Hidden gem "Sail away"	 Variety w/ a view dining focus	 Lively, walkable Something for everyone	 Waterfront Activity	 New, different outdoor escape	 Classic SoCal Getaway	 Treat yourself to a trip
Primary Audience	Local Boomers (50y+) Boaters	Local couples w/o children	Local GenX friend groups (35-50y)	Working, Hispanic South Bay families	Millennials (18-36y), young families	Hyperlocal South Bay families	SD County 'mainland' Higher HH incomes
Secondary Audience	Sport-fishing enthusiasts	Out of town couples w/o kids	SoCal Visitor GenX friend groups	Event Organizers	RV Campers, Boaters?	Friends & Family of South Bay families	Overnight Visitors to SD County
Micro-Campaign Goals	Build affinity	Educate the audience about what there is to do	Position as place to be	Inform community of what's available	Chance to connect with nature	Grow repeat business	Cross the bay
Micro-Campaign Tone	Local, beloved spot "Ours"	Relaxing, sophisticated, escape	Fun, exciting	Low-cost, inviting	Natural, Accessible	Casual, affordable, kid-friendly	Memorable
Location Hashtags	#ShelterIsland #SanDiegoBay	#HarborIsland #SanDiegoBay	#Embarcadero #SanDiegoBay	#NationalCityMarina #SanDiegoBay	#CVBayfront #ThisIsChula	#IBPier #IHeartIB	#CoronadoBayside #SanDiegoBay
Visitors' Origins (San Diego County and Beyond)	More county visitors			More out of town visitors.			Mix of visitors
Visitors' Age Profile	More GenX and Boomer Visitors			More Millennial Visitors			Mix of ages
Visitors' Family Status	Less likely to have kids			More likely to have kids			Mix of families
Visitors' Dogs				#1 for visitors with dogs	#2 for visitors with dogs	Visitors have dogs at home	
Media							

IV. Action Plan & Outputs

Once the creative concept was selected, the campaign was brought in-house for the production team within the Marketing & Communications Department at the Port of San Diego to develop. The team selected one micro-campaign, Harbor Island, based on size and potential as the first area to promote, and began a collaborative effort to shoot video and photography on-site utilizing the businesses, parks and activities in the area. The resulting campaign is a comprehensive, localized effort, executed entirely in-house.

Wonderfront Macro Campaign Copy:

Overall Positioning Piece:

Discover the San Diego Wonderfront, where you can fulfill your heart's desires with the unique sights, sounds and flavors across 34 miles of the Port of San Diego's dynamic waterfront.

Enjoy epic events and intimate concerts. Indulge in world-class restaurants and traveling food trucks. Explore stunning coastal views and vibrant parks. Experience high-powered jet skis and tranquil sailboats. Relax in four-star hotels or camping under the stars.

The Wonderfront is the start of your new adventure at the water's edge.

Wonderfront Micro-Campaign Copy:



Shelter Island Positioning Piece:

Discover your Wonderfront at Shelter Island - where the locals come to sail away. Explore the hidden gems of our tucked away island including a world-class concert under the stars or an urban beach and boat lunch to escape into a fishing trip in an instant. Whether you want to relax in front of the fire pit or head out to the deep sea - Shelter Island is the place to start.

Harbor Island Positioning Piece:

Discover Your Wonderfront at Harbor Island - where there is always a new adventure waiting. Whether you are looking for a happy hour or an ecstatic evening, a paddle board around the bay, or a bike ride along the shore, late night cocktails or mid-morning mimosas, sailing on a yacht or skiing on the water, you will find it all on Harbor Island.



Embarcadero Positioning Piece:

Discover your Wonderfront on the San Diego Embarcadero - where the energy of the city meets the flow of the bay. Catch a world-class sunset over San Diego Bay while listening to live music. Immerse yourself in a floating museum and soak in San Diego's history. Shop 'til you drop on the grass of a waterfront park. Enjoy dinner and a drink while watching the cruise ships sail away, or hop on a yacht cruise with your friends for brunch. There's something for everyone on the Embarcadero.

National City Marina District

Positioning Piece:

Discover your Wonderfront at National City Marina District – where your inner child can enjoy the simple adventures of the waterfront. Bike bayshore bikeway, kayak or paddleboard from the public boat launch, fish from the dock, or simply play on the waterfront playground. Bring the whole family for a deli picnic and a refreshing good time.



Chula Vista Bayfront Positioning Piece:

Discover your Wonderfront at the Chula Vista Bayfront – where nature's dreams have come to life. Whether you want to watch the birds flutter in the morning sun, walk through the afternoon shade of the coral trees, or chill on a warm night soaking in the stars, it's all here. The Chula Vista Bayfront is where locals love to reconnect – with the water on a boat ride, with friends and family over dinner or with themselves in the beauty of the waterfront.

Imperial Beach Pier Positioning Piece:

Discover Your Wonderfront at Imperial Beach Pier – where you can bring your family down to catch a memory that will last a lifetime. The Port of San Diego's IB Pier invites you out over the Pacific for sunrise fishing, ice-cream afternoons, panoramic sunsets and dining on the end of the pier. It's a classic, SoCal experience your family will never forget.





Coronado Bayside Positioning Piece:

Discover your Wonderfront at Coronado Bayside – because you deserve a getaway. Treat yourself to a trip across the bay, whether by bridge or ferry, you can enjoy a vacation in just a few minutes. The Coronado Bayside is the waterfront playground for fun, family and fitness. Go for a run, take out a kayak, or just hang out with your family in the park. After your adventure you can take in some of San Diego's tastiest waterfront dining with the faraway city shimmering on the bay.

Marketing & Media Plan: Wave, Analyze, Repeat

The Wonderfront marketing and media campaign has a two-pronged media and marketing approach; a year-round core campaign ran throughout the year with website, digital, connected and programmatic streaming video, and social media; additionally, promotional waves of more intense media pushes ran periodically and include traditional broadcast television in the core market, along with radio, and out-of-home display ads. Each wave of the campaign is analyzed with tracking links to measure which digital partners are delivering the most interested traffic to our website to optimize the next wave of the campaign.

Outlet	11/17	12/17	1/18	2/18	3/18	4/18	5/18	6/18	Impressions
	Wave 1		Wave 2				Wave 3		
Broadcast Television/Online Video									
KFMB-TV (CBS) 8 & The CW San Diego - (40) :30 spots and (25) :15 spots									4,485,000
CBS News 8 at 6 am & CW Morning Extra 7-9am									
Entertainment Report sponsorship									
CBS Inside Edition - (50) :05 sponsor snipes									
CBS.com Video - :15 spots played prior to streaming news content									
KNSD-TV (NBC) 7 - (220) :15 spots and (57) :30 spots									3,100,000
KFMB-TV (CBS) 8 - (114) :15 and :30 spots									1,654,200
CBS San Diego Living - 2:30 segment, runs 6x									186,000
Fox 5 Spots - (36) :30 and (140) :15 spots plus 20 bonus spots									3,300,500
FOX 5 Live Segment from Harbor Island									50,000
Connected TV - Streaming :15 and :30 spots targeting drive markets									2,200,000
Online/Digital									
portofsandiego/wonderfront									36000
CBS8.com - Homepage takeover, Sponsored content, banner ads, Inside Edition page									610,000
CBS8.com Homepage takeovers, Run-of-site banner ads, Sponsored content									780,000
CBS8.com :15 Video - News Pre-roll									5,000
CBS8.com Targeted E-blast									25,000
CBS Youtube - Targeted :15 spot pre-roll									133,000
Foxsandiego.com Run-of-site banners and web driver billboards									1,700,000
Fox5 Weather Channel App with Messaging									100,000

Foxsandiego.com (5) Homepage Takeovers									750,000
NBC Native Content - one week homepage article, banner ads and social media posts									250,000
NBC Full Episode Player - :15 spots served during normal break pattern, Geo Targeted									50,000
NBC Friday Freebie Contest - Facebook, 45,000 fans/ @TheGoodsSD Twitter, 7,000 followers/NBC7.com									200,000
I Heart Geo- Fencing Digital Advertising - 6 to 8 week run									300,000
I Heart Programmatic Digital - :15 video spots for 6-8 weeks, plus banner ads									300,000
Social Media									
Port Facebook/Instagram									400,000
Port Youtube									
Port Twitter									
CBS Social Media - Multiple Facebook, Twitter and Instagram posts with a mix of videos, images and links									25,000
Fox Facebook - Post Harbor Island segment									100,000
iheartmedia Personality Facebook Video - Promoted With Display ROS banners on Iheart Website + I Heart In-App Display Banner on all 7 I Heart stations 6-8 weeks									400,000
iheartmedia "Staycation" Sweepstakes - 6 week online contest cross promoted on all 7 iheartmedia radio station websites w/ influencer video									
OOH									
Clear Channel Bus Shelters 69"x48" - 15 units targeting Harbor Island/4 weeks									11,424,872
Clear Channel Bus Shelters 69"x48" - 15 units targeting Harbor Island/Downtown 6 weeks									5,712,436
Radio									
IHEART Radio :15 & :30 spots on Multiple Stations									1,936,000
Email Marketing									
NBC Email Marketing - Friday Freebie E-Blast									100,000
CBS Digital E-Blast - Wonderfront Weekend Contest Giveaway									25,000
Fox E-blast - Dedicated content									216,000
Pay-Per-Click									1,707,760
YouTube - Geo and Keyword targeting. Est Views: 30,000-42,000/month									
Facebook- Potential Reach: 100,000 people/month									
Google Display Ads - Estimated Impressions: 75,000 - 250,000/month									
Google AdWords - Estimated Search Volume: 8,470 searches/month									
									42,261,768

Website/Directory Map – A campaign landing page was created at portofsandiego.org/wonderfront for all media call-to-actions and digital click-through traffic. The site hosts digital banners, video, special events and the newly created interactive map with options for shop, dine, play, stay and more with all visitor options and amenities mapped online with hours, descriptions, photos, website links, and other information.

Digital Marketing – A comprehensive selection of online media ran throughout the year with added promotional waves on partner media websites.

- **Google Display Ads** – Static and animated banner ads ran consistently throughout the year and were provided in multiple sizes for delivery on desktop, mobile and tablet screen sizes for display upon keyword searches matching the Search Engine Marketing (SEM) terms provided for the landing page.
- **Google Ad Words** – Text based ads also ran consistently throughout the year based on keyword searches matching the SEM terms for the landing page.
- **CBS8.com Website** – During the CBS8 promotional wave of broadcast spots, the station ran homepage takeovers, Inside Edition Page takeovers, Run-of-Site (ROS) static banner ads, animated banners, and streaming video for an online contest to win a Harbor Island Weekend on the Wonderfront package including overnight stay, unlimited water recreation rentals, and dinner certificate, all in partnership with tenants.
- **Fox5SanDiego.com** – During the third promotional wave, the station hosted homepage takeovers each Friday, run-of-site banner ads throughout the wave, and weather sponsorship on the station's mobile app.
- **iHeartRadio Station Websites** – During the iHeartRadio promotional wave of broadcast spots, all seven of the local stations ran static banner ads, animated banners and streaming video for an online contest to win a Harbor Island Staycation package including two nights at the Sheraton, unlimited water recreation rentals from SD Adventures, dinner at the Harbor's Edge, and a gift certificate for Tom Ham's Lighthouse in partnership with the tenants.

Streaming Video – The research conducted shows the target audience includes users who have forgone traditional cable and satellite and rely on internet for all video content. For this audience, the campaign includes streaming content marketing through multiple platforms:

- **Connected TV** – A year-round campaign allows us to stream ads in advance of content on specific networks such as A&E Networks, ABCNews, CBSNews, NBCNews, TheWeatherChannel, MSN, MTV, Yahoo!, DirecTV Now, TVGuide, SlingTV, Warner Bros Entertainment and all major networks based on geographic boundaries within our primary target markets of San Diego County, Southern California including Los Angeles and Riverside, and Phoenix, AZ.
- **Programmatic TV** – Both a year-round campaign and additional promotional waves of programmatic television allow us to distribute the videos to the target audience via streaming ads based on user profiles using both demographic and psychographic filters to match digital and behavioral profiles to our campaign research. Videos are streamed to users on tablets, mobile phones and desktops based on users rather than networks.
- **YouTube Pre-Roll** – Multiple versions of 15-second and 30-second Wonderfront videos have been posted on the Port's YouTube channel and were supported with promoted pre-roll advertising campaigns, having the spots run prior to other YouTube content based on target user profiles within the target markets. This campaign has both a year-round and promotional wave component to extend the reach during local broadcast periods when we are best able to leverage other impressions.
- **Local Network Pre-Roll** – KFMB-TV (CBS) 8 ran 15-second spots as pre-roll for content

throughout the first promotional wave for viewers who view media through their online player. These ads are non-skippable and provide content while viewers are waiting for their desired show to download.

- **NBC Full Episode Player** - KNSD-TV (NBC) 7 ran 15-second spots during the normal break pattern for content downloaded from their full episode player for viewers geo-targeted in our markets throughout the second promotional wave.

Social Media - A comprehensive social media plan ran throughout the year utilizing different themes, fun contests, video shorts, and campaign hashtags to encourage engagement and drive traffic to the website and to the locations.

- **Facebook** - A combination of organic posts, boosted ads, promoted events and pay-per-click ad campaigns are running utilizing photos, slideshows, videos and links.

- **Instagram** - A photo centric theme is running on Instagram, with all Facebook ad content linking to the Port's Instagram account.

- **Social Influencer** - iHeartMedia is hosting a social influencer campaign with the morning show hosts Kramer & Gina of the top-rated station Channel 93.3. The personalities hosted a video shot on Harbor Island inviting followers to win a Harbor Island Staycation package by registering to win. The hosts promoted the video and contest to their social media followings on multiple formats, as well as on the radio station social media pages and the Port's social media pages.

Broadcast Television - KFMB-TV (CBS) 8 ran 15-second and 30-second spots throughout the first promotional wave, as well as on-screen snipes, and sponsor slides in advance of the newly created entertainment report running each Friday on the station's number one rated newscast.

KNSD-TV (NBC) 7 ran 15-second and 30-second spots throughout the second promotional wave, timed to coincide with the 2018 Winter Olympics. The video spots were tailored to the "Ski Season is Here" message used in the print ads to feature San Diego's sunny weather and water jet skiing juxtaposed against the winter sports.

Fox 5 ran 15-second and 30-second spots throughout the third promotional wave, hosting live segments from the waterfront throughout the promotional period to feature different attractions as part of the promotional effort.

Broadcast Radio - For the first promotional wave, iHeartMedia's 93.3 ran a series of 15-second spots directing listeners to the website to learn more about the Wonderfront. The station also held a major concert event on Harbor Island (details below in Special Events section), and all on-air promotion for the event included Wonderfront messaging.

GeoFencing - For the first promotional wave, iHeartMedia ran a series of mobile ads targeting specific geographic boundaries within five miles of Harbor Island using behavioral filters for active lifestyles and dining out multiple times per week. The mobile ads run on up to 30,000 apps for active users within the boundaries exclusively on mobile devices and include static banners, animated GIFs and videos.

Out-of-Home - For the first and second promotional waves, fifteen transit shelter displays were placed strategically along commuter routes near Harbor Island featuring five different scenes. The 48x60 inch posters are designed to be visible by both pedestrian and vehicular traffic. The third promotional wave moved the displays into the downtown area to capitalize on the beginning of the summer season.

Communications – Media Relations/Publicity Efforts:

Publicity Pitches – Press releases for relevant events were sent to media such as the Parade of Lights (details below), as well as individual pitches to press for various opportunities for coverage such as Harbor Island chefs for cooking shows, and water recreation packages for summer “things to do” features and specials.

Content Marketing/Sponsored Articles – “7 Waterfront Restaurants to Try on Harbor Island” - A “listicle” ran on the CBS8 website featuring seven different restaurants to try on Harbor Island with recommendations for cocktails and/or menu items to try to enjoy a unique dining experience.

“Hidden Gems & Shining Jewels: Top 10 Things to Explore on Harbor Island” – A second “listicle” ran on the NBC website featuring a mixture of the most popular attractions on the island and some lesser known secrets for people to discover.

Special Events:

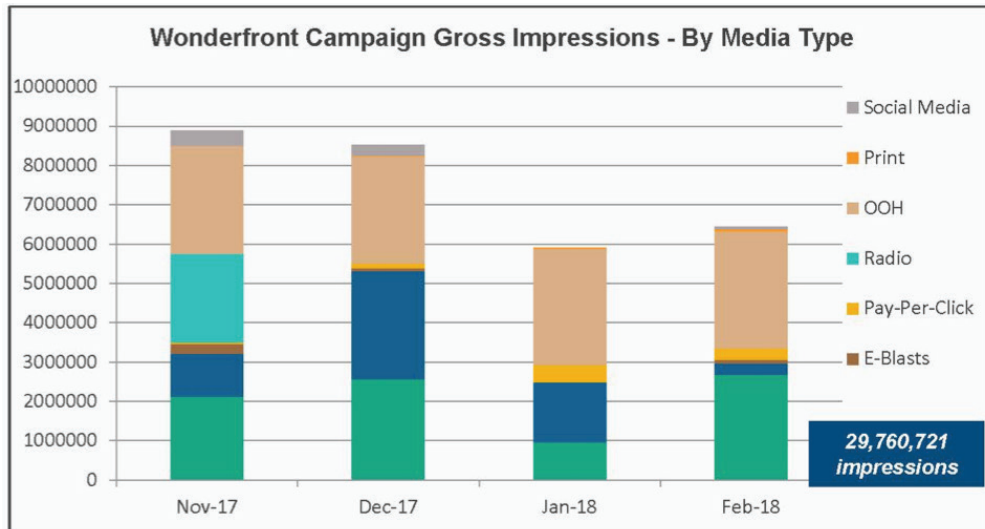
Freecember Concert at Spanish Landing – The Waterfront Arts & Activation Department (WAA) worked with iHeartMedia to host a concert and toy drive with Channel 93.3’s morning station at Spanish Landing as part of the Discover Your Wonderfront campaign. The event was held on December 2 and included performances from pop-star Alex Iono and Why Don’t We. Admission was free with a toy, which were donated to the Boys & Girls Club.

Parade of Lights Viewing Party at Harbor Island Park – The Port’s annual Tidelands Activation Program sponsored the San Diego Bay Parade of Lights, held on December 10 and 17, and WAA added a third viewing party location to Harbor Island Park, with bleachers, hot chocolate, music and marquis lighting encouraging attendees to post photos on social media using the campaign hashtags, #wonderfront and #harborisland.

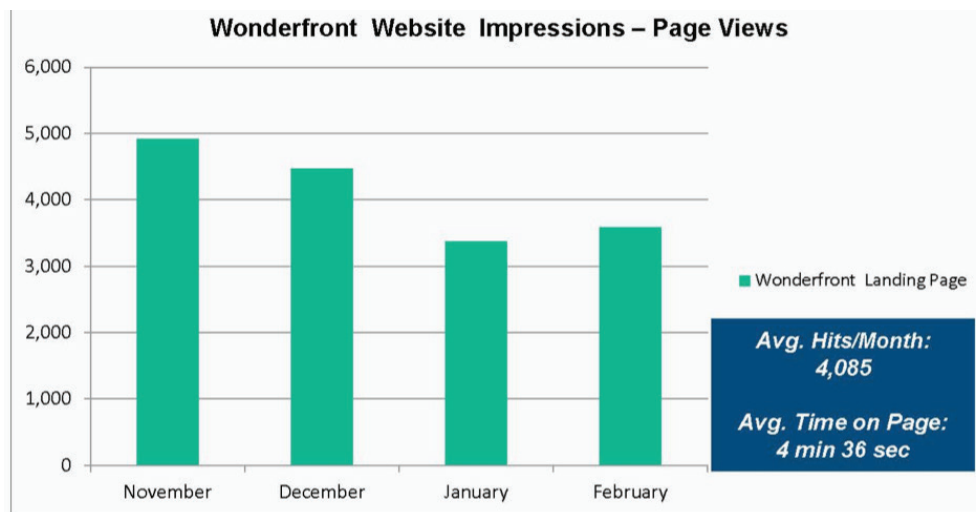


V. Outcomes & Evaluation

The first two waves of the selected premiere micro-campaign launched in November 2017 and January 2018 respectively, covering a total of four months. Initial results of the campaign have been extremely promising; amassing nearly 30 million impressions. Overall, the campaign has been effective at delivering on the campaign's goal of building awareness for the Port of San Diego as a destination.



Additionally, the campaign has been successful in driving traffic to the website where the interactive map and directory are hosted. With only four months of being active, the page receives an average of over 4,000 hits visits per month. For context, the homepage is the Port's most visited page with approximately 10,000 visits per month, and the cruise pages come in second with approximately 5,600 visits per month. The fourth most visited section is cargo with 2,500 visits per month. The Wonderfront page has the highest average time spent on page of the top ten pages within our website.



The first 15-second Wonderfront video posted on our YouTube channel became the most viewed video on our channel of all-time with over 50,000 views in just one month, beating out a video that had been posted for seven years and has 40,000 views.

When shifting to focus on outcomes, the campaign also had a positive impact with regards to increasing visitation and subsequent spending at tenant locations. Every \$1 spent on the campaign generated an estimated \$6.88 in revenue for businesses within the micro-campaign district, resulting in a 7:1 ROI for Wave 1. Additionally, specific activities promoted within the campaign materials showed significant lifts (12%-34%) in sales versus the previous year.

Revenue Increases



Before launching additional location micro-campaigns, our team is evaluating the creative elements via a short-term online community in order to gain quantitative and qualitative feedback directly from our target audience in order to identify what is working as well as how the campaign can be optimized in the future.

We look forward to growing to campaign as we expand to other areas of the waterfront, inviting more visitors to explore and discover San Diego's Wonderfront.

Broadcast & Streaming Television

KFMB-TV (CBS) 8

The CW San Diego

5 week promotional period
November - December
(40):30 spots and (25) :15 spots
4,130,200 impressions

CBS News 8 at 6 am/ CW Morning Extra 7-9am Entertainment Report

5 week sponsorship of
entertainment report w/ (20)
embedded :15 on-screen logo
sponsor beds

CBS Inside Edition Snipes

5 weekly :05 animated lower
third messages during
entertainment oriented show
163,000 impressions

KNSD-TV (NBC) 7

6 week promotional period from
mid-January - February (prior
to and throughout the Olympics
on NBC)
(122) spots including :15 spots
and :30 spots
3,008,400 impressions

Connected TV

Streaming Television and In-App
Video Ads

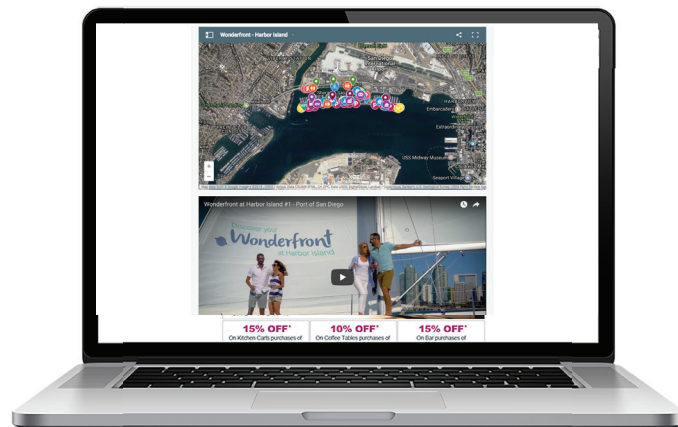
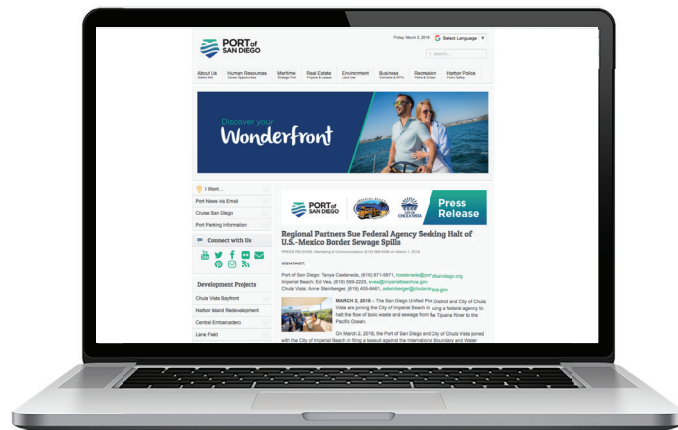
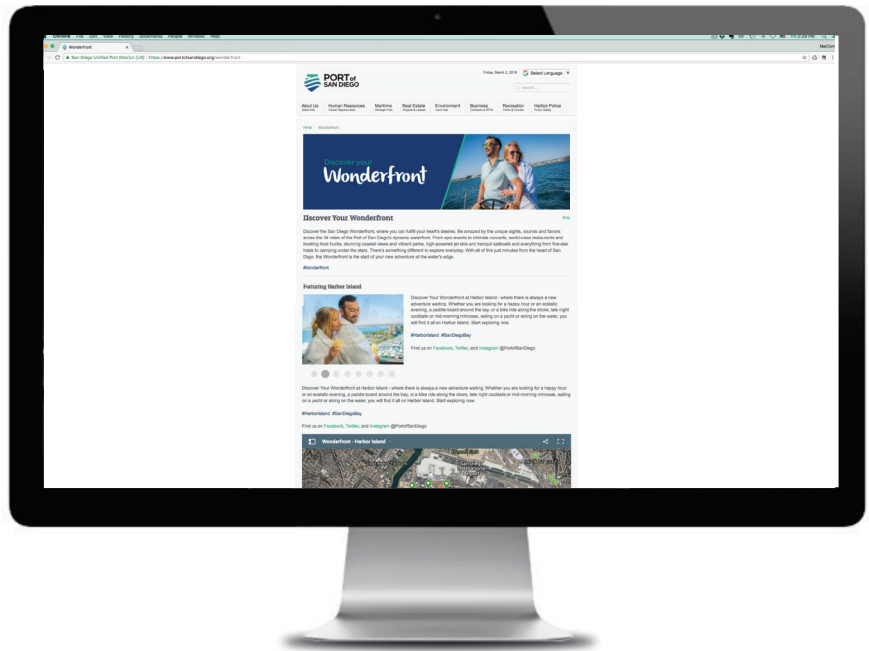
San Diego and Phoenix

TNT, CNN, Discovery, Food
Network, and all
standard networks
1,037,475 impressions



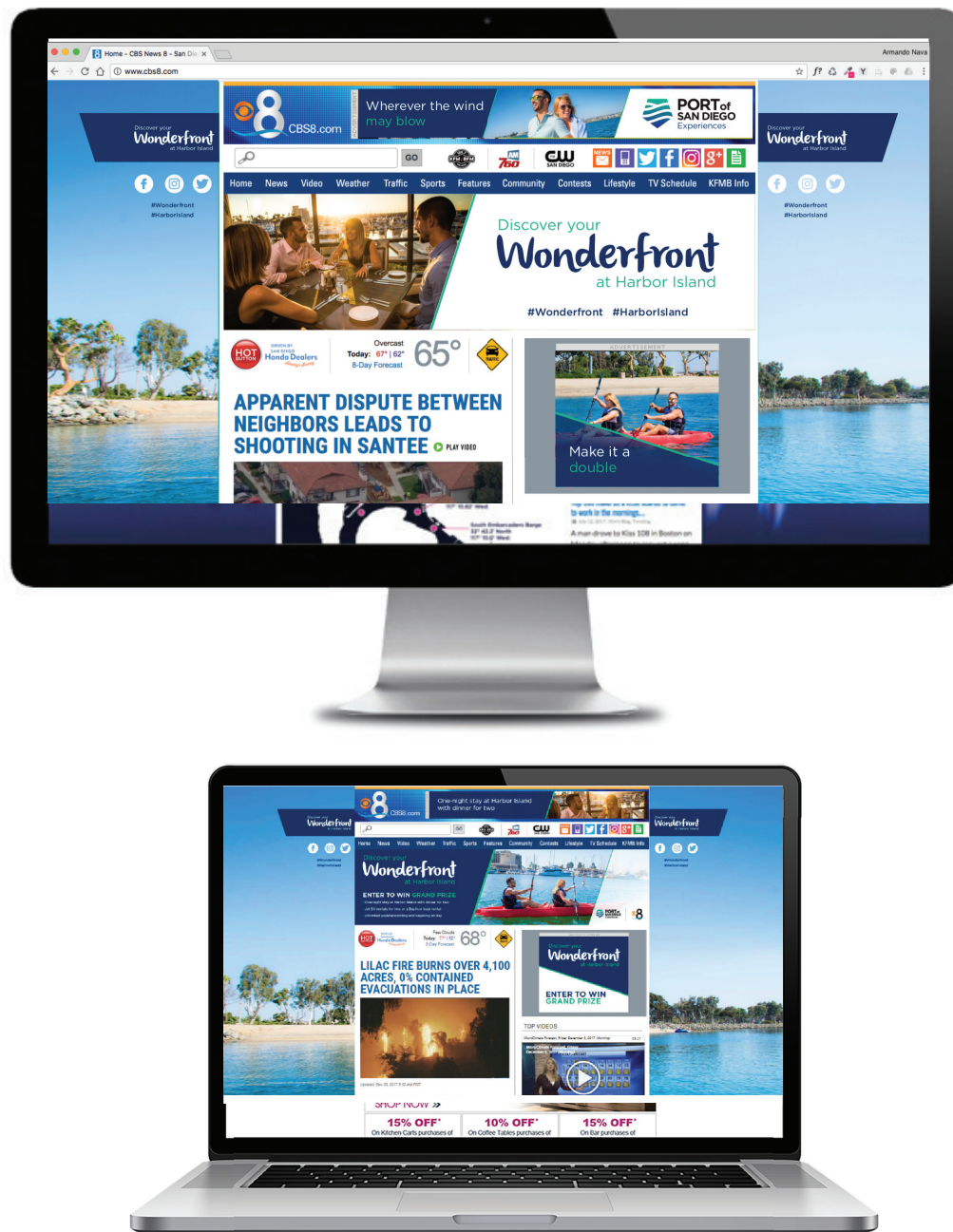
Port Website

portofsandiego.org/wonderfront
 NEW PAGE ON WEBSITE!
 Average time spent on page:
 4 minutes 36 seconds
 16,338 impressions



CBS8.com San Diego Digital Plan

CBS8.com Homepage takeover and banner ads on CBS 8 Inside Edition page: 15 spots played prior to streaming news content online



CBS8.com San Diego Digital Plan

CBS Sponsored Content Article
7 Savory Eats on Harbor Island
1,798,589 impressions

SPONSORED CONTENT

7 waterfront restaurants to try on Harbor Island for savory eats, drinks and views



Immerse yourself in the tantalizing flavors found along the vibrant San Diego Bay Wonderfront on Harbor Island. Located just north of Downtown San Diego, Harbor Island offers a variety of dining options with some of the best bay and skyline views around. Take a look at some of our top restaurant picks to help you get started on your culinary journey.

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[Video](#)
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7 waterfront restaurants to try on Harbor Island for savory eats, drinks and views

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Immerse yourself in the tantalizing flavors found along the vibrant San Diego Bay Wonderfront on Harbor Island. Located just north of Downtown San Diego, Harbor Island offers a variety of dining options with some of the best bay and skyline views around. Take a look at some of our top restaurant picks to help you get started on your culinary journey.

Coasterra

San Diego is known for its many delicious Mexican food restaurants, but perhaps the most unique of them all is Coasterra. Situated right on the southern cusp of Harbor Island, this fine dining destination puts an innovative twist on the classics. Order their Ahi Tuna Tostada with fresh garlic and sesame-glazed yellow fin tuna for a delectable experience you won't soon forget.

Quinn's Ale House in the Sheraton San Diego Hotel & Marina

Quinn's Ale House, located inside the Sheraton San Diego Hotel & Marina, is the perfect place to sit back and unwind after a long day of exploring San Diego's dynamic waterfront. View a colorful sunset over the marina while sipping on one of their signature cocktails including their White Sand Peach Sangria or on one of the locally crafted world-class beers they have on tap.

Tom Ham's Lighthouse

Man accused of Horton Plaza murder due in court
Updated: Nov 13, 2017 10:14 AM PST

A preliminary hearing is scheduled Monday for a gang member accused of fatally shooting a career felony man in an unprovoked attack outside a comedy club at Horton Plaza in downtown San Diego five months ago.

More than 20 children injured in platform collapse in Banno Logan
Updated: Nov 13, 2017 10:07 AM PST

More than 20 children were injured Saturday night when a stairway and platform collapsed at an indoor play center.

Man killed by delivery box truck in Kearny Mesa
Updated: Nov 13, 2017 9:28 AM PST

A delivery box truck struck and killed a man who was jaywalking in a crosswalk Saturday morning near a Kearny Mesa fast food restaurant, police said.

Body found on campus of Cal State San Marcos
Updated: Nov 13, 2017 9:22 AM PST

A body has been found on the campus of Cal State San Marcos.

Pursuit ends after driver falls down embankment
Updated: Nov 13, 2017 9:10 AM PST

A person was rescued after veering down an embankment in Alpine Monday.

Couple found dead in Otay Mesa
Updated: Nov 13, 2017 8:55 AM PST

San Diego Police were called to check on a couple at their home in the 2300 block of Del Sol Boulevard around 10:30 a.m. on Sunday morning. When officers entered they found the husband and wife dead.

Qualcomm rejects Broadcom's \$103 billion offer
Updated: Nov 13, 2017 6:57 AM PST

Qualcomm rejected an unsolicited \$103 billion offer

CBS 8 Sweepstakes

Weekend on the Wonderfront
online contest with video and
display ads
1,398,273 impressions

Discover your
Wonderfront
at Harbor Island

ENTER TO WIN **GRAND PRIZE**
One-night stay at Harbor Island with dinner for two
Jet Ski rentals for two or a Bayliner boat rental
Unlimited paddleboarding and kayaking all day



Discover your
Wonderfront
at Harbor Island

ENTER TO WIN **GRAND PRIZE**



Two-night stay at Harbor Island with lunch and dinner for two



Jet Ski rentals for two or a Bayliner boat rental



Unlimited paddleboarding and kayaking all day

Discover your
Wonderfront
at Harbor Island



Discover your
Wonderfront
at Harbor Island

ENTER TO WIN **GRAND PRIZE**



One-night stay at Harbor Island with dinner for two



Jet Ski rentals for two or a six-passenger Bayliner boat rental



Unlimited paddleboarding and kayaking all day

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Jet Ski rentals for two or a Bayliner boat rental
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GRAND PRIZE
One-night stay at Harbor Island with dinner for two



GRAND PRIZE
Jet Ski rentals for two or a Bayliner boat rental



Discover your
Wonderfront
at Harbor Island





2018 AAPA COMMUNICATIONS AWARDS PROGRAM | 8. Overall Campaign
Discover Your Wonderfront

21

NBC Native Content Article

10 Hidden Gems and Shining
Jewels on Harbor Island
3,561 article visitors
73.7 hours spent on page read-
ing content
702,790 impressions



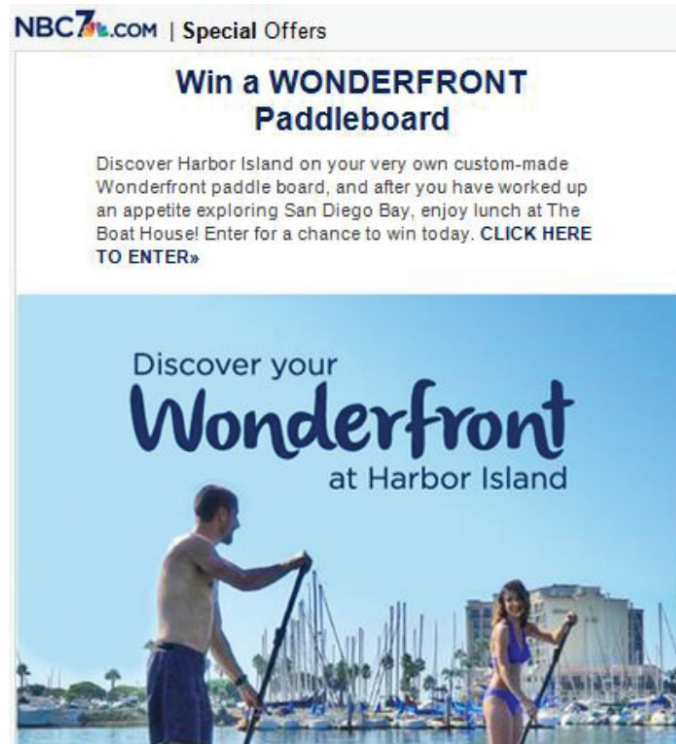
NBC Full Episode Player

:15 spots served during normal
commercial break pattern
Geo Targeted to San Diego
50,142 impressions



NBC Friday Freebie Contest

Custom Harbor Island
Paddleboard Giveaway
1,724 total entries
1,015 unique e-mail opt-ins
434 new Instagram followers
95,221 impressions



NBC.com Digital Display ads

320x50, 728x90, 300x250 -
website, mobile and in-app
banner ads
955,384 impressions



iHeart Geo- Fencing Digital Advertising

Mobile advertising based on
geographic and psychographic
filters

503,062 impressions

iHeart Programmatic Digital
:15 spots for 6-8 weeks, plus
banner ads
139,749 impressions

iHeart Radio

iHeart Radio
(759) :15 and :30 spots on three
stations KHTS-FM, RHTS-FM
and RMYI-FM
2,243,560 impressions



iHeart Sweepstakes

Radio station websites promoted the contest giveaway with animated banner ads



Social Media

Port Facebook

14 posts and ads with videos,
images and carousels
1,710 new likes for Port page
due to #Wonderfront ads
350 link clicks
90,123 impressions

Port Twitter

4 posts
3,579 impressions

Port Instagram

4 posts
1,930 impressions

Port YouTube Channel

:14 average view time
on :15 spots

:27 average view time
on :30 spots

90,175 completed views
90,474 impressions



Social Media

CBS/CW Social Media

12 posts

29,962 impressions

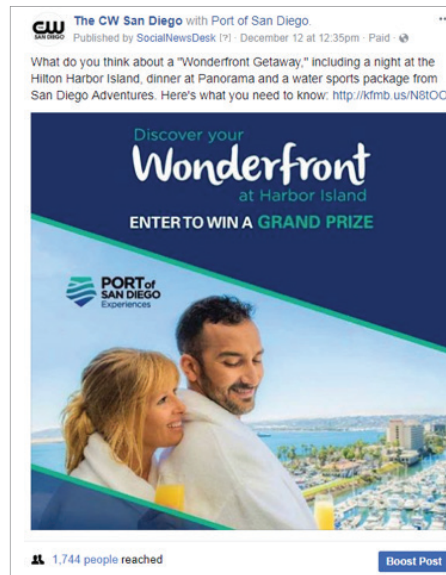
NBC Social Media

2 posts

33,654 impressions

iHeartMedia Social Media

Over 15 posts promoting the FreeCember Spanish Landing Concert and Wonderfront Sweepstakes Giveaway
527,416 impressions



Pay-Per-Click

YouTube Promoted Campaign
Geo and Keyword targeting to
increase video views
189,653 impressions

Facebook Promoted Video and
Carousel Ads
Geographic, Demographic and
Psychographic targeted ads
291,696 impressions

Google Display Ads
Geo and keyword targeted
search engine marketing
350,537 impressions

Google AdWords
Geo and keyword targeted
search engine marketing
48,868 impressions

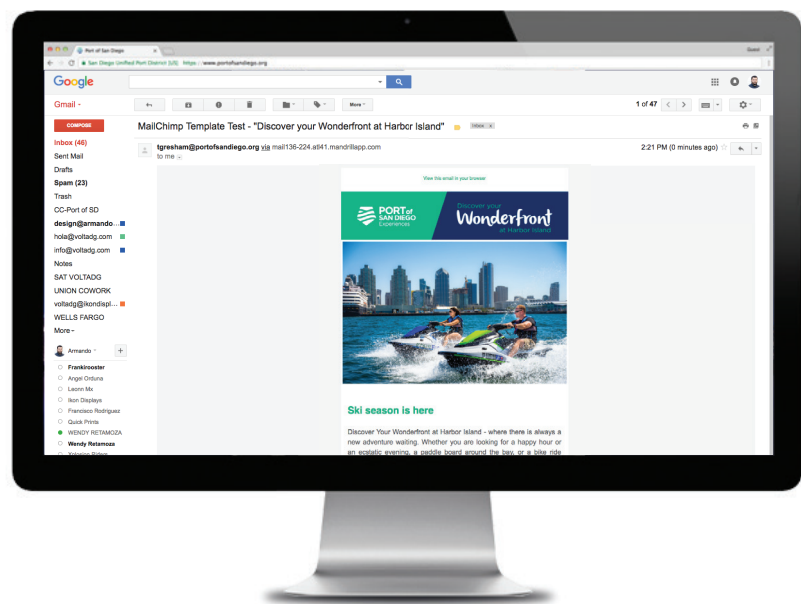
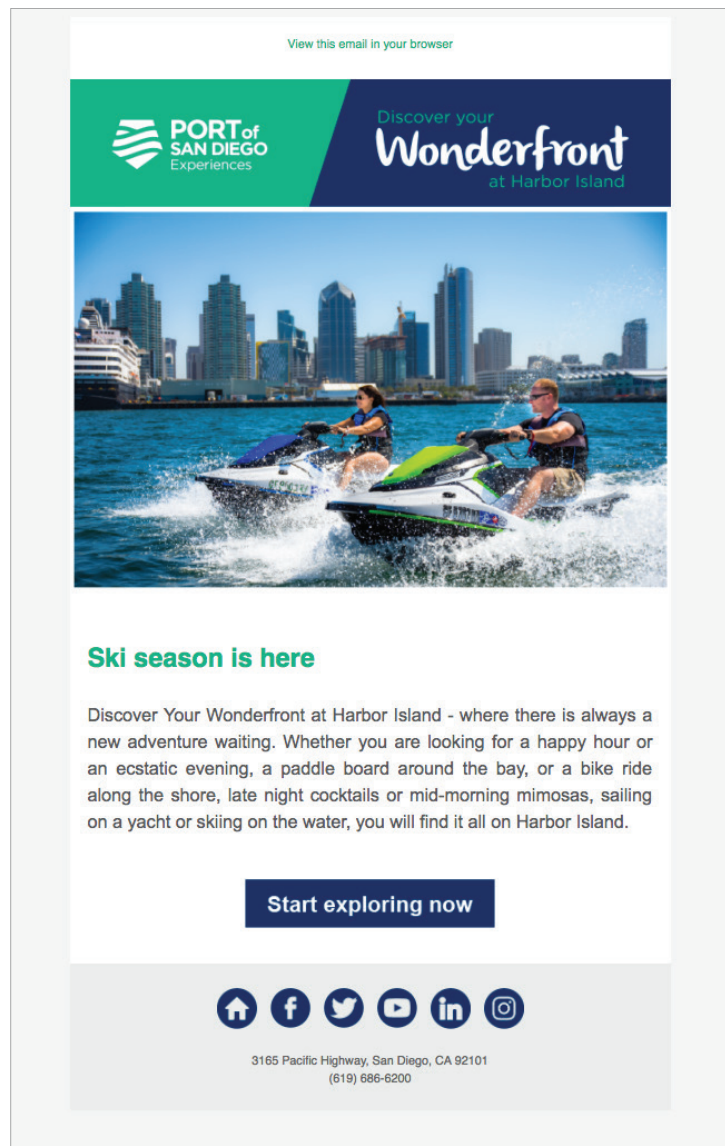


Direct Marketing E-blasts & E-newsletters

iHeartMedia Dedicated e-blast
(5) Freecember e-blasts and
(3) Wonderfront Sweepstakes
e-blasts
299,725 impressions

NBC Dedicated e-blast
7,927 opens/8.3% Open Rate
compared to NBC Avg. Open
Rate of 5.9%
1,137 Clicks/14.3% CTR com-
pared to NBC Avg. CTR of
5.02%
95,359 impressions

CBS Dedicated e-blast
25,000 impressions



San Diego Convention Center
2018 Visitor Guide

Full Page Ad, Summer Issue
25,500 impressions

Pacific Magazine

Full Page Ad, February
50,000 impressions

National City Chamber of Commerce 2018 Community Guide & Directory

Full Page Ad
30,000 impressions



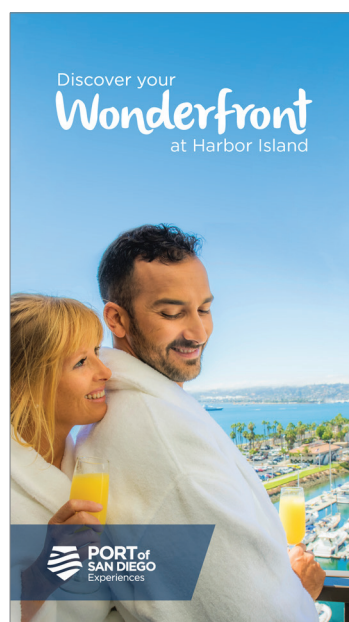
IKE

Promotional screens displayed at the interactive kiosk display located in the Port administration office lobby.

Engaged Mode



Passive Mode



Bus Shelters

Clear Channel Transit Shelters
(15) 69"x48" Display units
targeting Harbor Island
area traffic
11,425,536 impressions

