



PORT OF STOCKTON - THEN AND NOW

Advertisements

The “Then and Now” campaign is comprised of a series of advertisements that were placed in various local and regional print publications and digital tactics targeting the residents and businesses in Stockton and the surrounding communities. The ads were created as part of an overall brand awareness campaign for the Port of Stockton (Port) that had two major objectives: to raise awareness of the role that the Port plays in stimulating the area’s economy and community, as well as provide an educational overview of the Port of Stockton and its ongoing relationship with the community.

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

Prior research surveys showed that both residents and businesses were gaining awareness and knowledge about the Port and its economic contributions to the community. The “Then and Now” campaign was designed to broaden that awareness and showcase just how much the Port has grown since it opened 85 years ago, and how the Port’s growth adds strength to the Stockton and San Joaquin County economies.

Our campaign used comparisons between what the Port was doing 85 years ago and contrasted it with what is being done today. It is all part of the continuing desire to educate residents and businesses of Stockton and surrounding areas and the people who benefit most from the Port’s activities. This campaign had several key objectives, which included:

- Provide factual information about the Port and its activities
- Demonstrate the growth of the Port over the years
- Show the contribution the Port makes to the area’s economies

This opportunity supported the Port’s overall goal to continue to make a connection with the residents and the business community through a factual approach that is told in an interesting and visually appealing way.


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

The Port’s mission is to educate their target audience, which includes both the residents and businesses in Stockton and the San Joaquin area. The educational component includes talking about the types of cargo that the Port handles, the amount of cargo that passes through the Port each year, the Port’s commitment to the environment and the Port’s contributions to the area’s economy.

85 YEARS
of carrying our weight

The Port of Stockton's original crane could lift up to 28 tons. Today, our Liebherr cranes can lift an incredible 280 tons together. That's the equivalent of forty-five elephants! As we continue to handle heavier, more valuable cargo, the Stockton area benefits in the form of family wage jobs. It's just another way we help carry our weight for the community.

portofstockton.com/anniversary
209-946-0246

 **Port of Stockton**
CALIFORNIA

*Chairman Sylvester
Commissioners R. J.
Gary Christopherson
and Port Director R.*

85 YEARS
of filling cargo

We've been exporting our locally grown products as we've been a port. And while the faraway lands, it also helps nourish the community of Stockton is responsible for over San Joaquin County.

portofstockton.com/anniversary
888-505-0279

 **Port of Stockton**
CALIFORNIA

*Chairman Sylvester
Commissioners R. J.
Gary Christopherson
and Port Director R.*

In past campaigns we addressed various aspects of this educational goal, including the environmental commitment and an array of economic contributions to the area's economy. As this year was a significant milestone, the 85th anniversary of the Port's operation, we felt that an educational component that highlighted the changes from the origin of the Port to today was a unique way to disseminate the educational campaign.'

Each one of the ads in the "Then and Now" campaign addressed a different component that was part of the educational campaign. One ad talked about the number of jobs the Port helps to create in the San Joaquin community, while another one talked about dredging and how it helps the environment. Yet another ad discussed how much revenue was contributed to the economy over the past five years, and the final ad in the series talked about the growth in cargo tonnage the Port has increased since opening 85 years ago.

All ads in the series address the Port's mission of educating and connecting with the community, while discussing the key issues of environment, economics and job growth.

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

The goal of the "Then and Now" campaign was to develop and disseminate a brand awareness campaign, using the 85th anniversary as the umbrella for the creative. 85 years is indeed a milestone worthy of commemorating, and it helps to instill a sense of pride in the community while forming a bond with the target audiences of residents and businesses. Components of the print and digital campaign included:

Legacy Campaign

The Port looked at various ways to highlight their key educational components of economic growth and job creation, environmental stewardship and cargo tonnage shipped through the Port.

Design, Copy and Photography

The ad headlines included the "85 Years" theme as well as a playful subhead that addressed a specific educational component. Body copy then went on in detail about the component highlighted in the subhead. For example, "85 Years of carrying our weight" talked about the increase in tonnage at the Port, and tied it back to the family wage jobs the Port helps create. The ads used both old archive photographs as well as new ones that supported the copy's subhead and content.

Placement

Ads were placed in both local and regional magazines and newspapers, as well as digital tactics designed to reach Stockton area residents and businesses, as well as the residents and businesses of San Joaquin County and the surrounding areas.



85 YEARS of feeding the economy

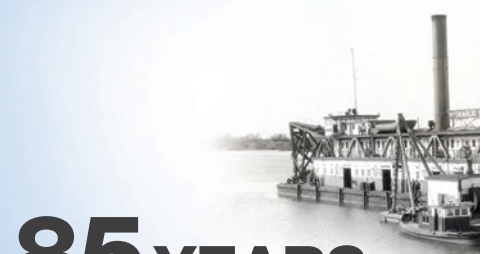
From raisins to rice to everything in between, the Port of Stockton has been shipping tasty cargo to people here and across the world since the very beginning. But we've filled more than stomachs. We've also helped fill our local coffers, by bringing over \$35 million of additional revenue to the City of Stockton and San Joaquin County in the past 5 years.

portofstockton.com/anniversary
209-946-0246



Port of Stockton
CALIFORNIA


*Chairman Sylvester
Commissioners R. J. Allen, Elizabeth
Gary Christopherson, Michael P. ...
and Port Director Richard Asch...*



85 YEARS of digging deeper for Stockton

The first dredging contracts for the Stockton Deep awarded three years before the Port officially opened is 35 feet deep—enough to handle 60,000-ton ships than commerce. We pipe as much dredged material to Antioch Dunes, helping stimulate the habitat and protect three endangered species, including Lange's Meta...

portofstockton.com/anniversary
888-505-0279

Port of Stockton
CALIFORNIA

*Chairman Sylvester Aguilar, Vice
Commissioners R. Jay Allen, Elizabeth
Gary Christopherson, Michael P. ...
and Port Director Richard Asch...*

Measurable milestones on this campaign included running the campaign from February 2018 to January 2019 which would be followed up by an online post-campaign research study to determine the amount of recall and the specific knowledge gained from the “Then and Now” campaign.

The primary audience for the “Then and Now” campaign was residents and businesses in the Stockton and San Joaquin area. The secondary audience was international shipping companies who could potentially utilize the Port and its facilities as part of their business operations.

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

The overall strategy of the “Then and Now” campaign was to provide key informational metrics that met the Port’s overall mission objectives. These included the Port’s economic impact on the community (job creation and monetary contributions), environmental stewardship and growth in cargo and overall tonnage. In addition, the Port wanted to instill pride in the community, as the Port is an integral part of the community and a crucial contributor to the area’s growth.

To accomplish this we utilized a variety of strategically selected media publications used to generate awareness about the Port of Stockton. They included:

- Regional slick stock magazines
- Regional newspaper ads
- Regional business newspapers
- Regional Chamber of Commerce publications
- Regional Hispanic newspaper
- Digital Retargeting online banners
- Digital Web Network online banners
- Digital Regional newspaper online banners

The media plan launched the ads in February 2018 and continued through January 2019. Once the campaign was completed, we conducted online post-campaign online research to determine the campaign’s effectiveness. Staff from the Port that participated in this campaign included the Director of Environmental and Public Affairs and the Marketing Coordinator. The Port outsourced all strategic and 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?

A formal online survey was conducted in two distinct parts: residents and businesses of Stockton, CA. These surveys were designed to measure recall (aided and unaided) as well as the specific educational metrics we were targeting (economy, environment, cargo).



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Residents and
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n 2017.



Chairman Sylvester Aguilar, Vice-Chairman
Commissioners R. Jay Allen, Elizabeth Blane
Gary Christopherson, Michael Patrick Duffy,
and Port Director Richard Aschieris

The surveys were designed to determine whether or not the audience gained any new and/or additional knowledge about the contributions made to the community by the Port.

Highlights from the survey's results showed:

Residents

- 26% of respondents remembered seeing an ad campaign for the Port
- 33% of respondents remembered the overall theme of the campaign
- 59% of respondents remembered seeing the campaign on banner ads, which parallels the increased use of the Internet and online sourcing of information
- 40% remembered seeing newspaper ads relating to the campaign
- 47% of respondents had an "extremely favorable" or a "very favorable" impression of the Port
- 56.1% of respondents felt the Port was "very important" to the Stockton area

Businesses

- 50% of respondents remembered seeing an ad campaign for the Port
- 34% of respondents remembered the overall theme of the campaign
- 75% remembered seeing newspaper ads relating to the campaign
- 83.3% of respondents had an "extremely favorable" or "very favorable" impression of the Port
- 79% of respondents felt the Port of Stockton was "very important" to the Stockton area