



PORT OF STOCKTON - “PORT OF POSSIBILITIES” CAMPAIGN 2019

Advertisements

For 2019, the Port of Stockton (Port) developed a series of advertisements that were created under the umbrella theme of “Port of Possibilities.” The ads were placed in a variety of print publications, as well as targeted banner ads on key websites and the Port’s own website. The campaign was designed to convey to the people in and around the San Joaquin area the many different economic and environmental contributions made by the Port, and how it helped both residents and businesses enjoy a better place to live, work and play.

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

While every communication effort has some number of unique challenges, the “Port of Possibilities” campaign was developed to capitalize on new opportunities to show the Port’s importance to the community, both economically as well as environmentally.

The “Port of Possibilities” campaign followed previous campaigns that focused on educating the residents and businesses of the San Joaquin community on the synergy between the Port and the residents and businesses of Stockton and the San Joaquin area. The focus of the campaign looked at what concrete contributions the Port made over the past year, and why residents could take pride in the Port and its efforts to enhance the overall quality of life, both from an economic standpoint and its environmental efforts.

Following the Port’s ongoing mission of educating the public about its operation, several key objectives were developed for the “Port of Possibilities” campaign. They included:

- Disseminate key information and metrics about how the Port’s operation benefitted the community economically
- Showcase the Port’s growth and how that growth helped fuel employment opportunities in the area
- Convey the main reasons the Port continues to enjoy unprecedented growth that has helped to make it one of the fastest growing ports in the country
- Educate the community about the Port’s environmental stewardship efforts and how it benefits everyone in the area

The Port of Possibilities campaign was a strategic extension of the Port’s educational goals and was developed to engage readers through exciting visuals and short, informational copy.

AGRICULTURE

How do we help California grow?
Over 90% of all fertilizer used in the Central Valley comes through the Port of Stockton.
That's food for thought. Learn more at portofstockton.com/possible4.



PORT OF COMMUNITY

How can a Port do its part? By generating \$77 million in state and local taxes every year for schools, parks, and those other things that make Stockton great.

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

Since the initial ad campaigns were developed a few years back, the Port's mission has been to educate their target audience, which includes both residents and businesses in Stockton and the San Joaquin area. The Port of Possibilities campaign was developed using a "by the numbers" approach, which included educational copy about the number of jobs the Port adds to the community, the percentage of growth the Port enjoyed over the previous decade, and the type of cargo that was processed through the Port that helped the community in a variety of ways. It also provided an opportunity to continue discussing the Port's ongoing commitment to the environment and its role as an environmental steward for the area.

The previous year's campaign, "Then and Now," highlighted the various changes the Port had undergone as it approached its 85th year in the community. As we didn't want to be repetitive, we created a unique series of ads for the Port of Possibilities campaign that conveyed the "by the numbers" approach we had decided on.

The ad series included the following ads -

"The Port of Opportunity" that talked about the Port being the #1 bulk and break-bulk port in California, while helping to provide more than 10,000 jobs to the residents of the community.

"Port of Environmental Stewardship" talked about being able to be an environmental steward while promoting commerce at the same time.

"Port of Access" discussed the Port's location near deepwater channels, key interstate highways and major railroads.

"Port of Agriculture" used an example of how the cargo brought through the Port is used to grow crops in the Central Valley.

"Port of Community" discussed the amount of state and local taxes the Port contributes to the local economy.

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

We defined this year's campaign goals to include raising awareness of the Port's economic and environmental contributions to the community, as well as continue the Port's mission statement of using an educational approach when communicating with the residents and businesses in Stockton and the San Joaquin area. While we wanted to have the campaign be educational in nature, we also wanted to present the content in a creative, visually appealing way.

To measure the awareness of our campaign, we developed a research survey that was directed at our two audiences: the primary audience was the residents, and the secondary audience were the business owners of our community. We developed questions designed to measure current perceptions about the Port, its role in the economy of our community, and how it ranked in comparison to other key organizations in the area. We also included questions that measured overall recall of the campaign, and which media was most successful in reaching our audiences. Components included:



Chairman Stephen Gillen, Vice Chairman Michael Patrick Duffy, Commissioners R. Jay Allen, Elizabeth Blanchard, Gary Christopherson, Victor Mow and Port Director Richard Aschers.

For more information: Call 855.779.1825



ENVIRONMENTAL STEWARDSHIP

Is it possible to be stewards of the environment and drivers of commerce at the same time? It is at the Port of Stockton. See for yourself at portofstockton.com/possible4.

PORT OF OPPORTUNITY

Why are we happy to be the #1 break-bulk port in California?

Because it means we get to hire over 10,000 of your neighbors. Learn more at portofstockton.com/possible4.



Educational Campaign

This was the main anchor of the campaign, which was a series of 5 print ads that addressed the key educational strategies of economic contributions to the community and the Port’s role as an environmental steward. We focused on key metrics that the Port was able to achieve, including helping provide 10,000 jobs to the people in the community, exceptional growth that helped to make the Port one of the fastest growing ports in the country.

Research

Research was a key component of the overall campaign, as it has been in many of our marketing campaigns. We understand that it provides an objective measure and assessment as to whether or not the campaign was achieving its goals.

Design and Copy

The Port of Possibilities Campaign included striking graphic design and photography that captured the attention of the reader that was tied to the headline of the ad and its content. The copy was purposely short, leaving the reader with a memorable metric and included a link to the Port’s website for additional information.

Placement

The media portion of the campaign included ads placed in a variety of local magazines and the main local newspaper. It also included banner ads placed on the local newspaper’s website and a web network. Finally, the ads were also showcased on the Port’s own website where visitors could read them at leisure.

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

As discussed, the main goal of the Port of Possibilities campaign was to showcase key metrics and educational information that mirrored the Port’s overall mission statement. There were 2 key goals: to showcase the Port’s overall economic impact on the community, including job creation, money distributed to the community and tax payments to the community. The second goal was to continue to showcase the Port’s environmental stewardship, which is a continuing source of pride to residents and businesses in Stockton and the San Joaquin area.

Once the ads were developed, they were placed on strategically selected media that included print and online channels.

–Regional slick magazines that included:

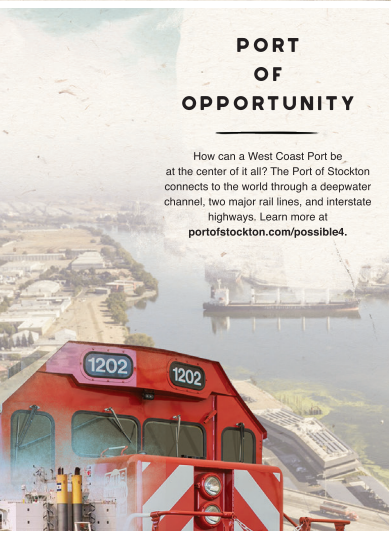
- San Joaquin Magazine
- Latino Times
- Farm Bureau
- Port O Call

–The Record – local newspaper print and website banner ads

–Ads showcased on the Port’s website: <https://www.portofstockton.com/possibilities/>

Implementation

The Port of Possibilities campaign ran from January 2019 to December 2019. We conducted a two-tiered research campaign to measure the campaign’s overall effectiveness. This included one survey to the business community, and one to the residents. Staff from the Port of Stockton who participated in the Port of Possibilities campaign included the Port’s Director of Environmental and Public Affairs and the



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Public Affairs Coordinator. In addition, the Port of Stockton outsourced all strategic and creative development, as well as research, to the Palmer Ad Agency.

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

The key assessment of the campaign's overall effectiveness was the research surveys conducted of both target groups: the primary target of the residents, and the secondary target of the business community. Both surveys were created to measure overall campaign recall (aided or unaided) along with recall of the specific metrics we were highlighting, which included the economic contributions to the community and the environmental stewardship efforts of the Port.

Research Highlights

Residential Survey:

- 75% of respondents ranked the Port of Stockton as very or moderately important, which is a reflection of this year's "Port of Possibilities" campaign that focused on the Port's importance and contributions to the community
- 84% of survey respondents correctly identified specific themes that were used in our Port of Possibilities campaign, which is an exceptionally high number for unaided recall
- 100% of respondents correctly identified the Port was located near major railroads, highways and rivers
- 89% accurately identified that the Port helped provide more than 10,000 jobs for the community
- 73% accurately identified that the Port is one of the fastest growing ports in the country

These exceptionally high numbers, that mirrored the actual copy within the ads, shows that the campaign had an extremely high recall and accomplished the objectives we established when developing the content of the campaign.

Business Survey:

- 94% of respondents rated the Port as very important to the community, which is a direct reflection of this year's ad campaign that focused on the Port's economic contributions to the community
- 88.8% stated that 'Financially Solid' was very and moderately applicable
- 85% stated that 'Environmentally Responsible' was very or moderately applicable
- 89% stated that a 'Tax Contributor' was very or moderately applicable

These numbers were much higher than the residential survey and are a key indicator that the informational content and educational metrics presented in our Port of Possibilities campaign were noted and retained by the survey respondents.



PORT OF AGRICULTURE ADVERTISEMENT

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PORT OF COMMUNITY ADVERTISEMENT

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PORT OF OPPORTUNITY ADVERTISEMENT 2

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