#THATSMYBAY
Pollution Prevention Campaign

2019 AAPA COMMUNICATIONS AWARDS PROGRAM
Classification: 13. Videos
Port Category: 3
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Executive Summary

The Port of San Diego is a leader in protecting our air, water, and land and ensuring the San Diego Bay ecosystem remains a vital resource for generations to come. Keeping waste out of our bay is a critical step in ensuring the wildlife, plant life and people of San Diego Bay can continue to enjoy our region’s most precious natural resource. Our goal is to make sure everyone who depends on, enjoys and loves the bay becomes just as much a champion of this special place as we are.

In order to achieve that end, we are releasing a series of videos with “tips” on how to keep the bay clean, each featuring a very specific behavior change based on local research and best practice information to help people keep waste out of San Diego Bay. Each tip is featured in a short social media video of approximately :30, and/or supported with an animated gif and other graphics focused on the idea that people love, cherish and want to protect the bay.

These short, easy to understand videos were created with the knowledge that we needed them to be as memorable as the bay itself. Our in-house Marketing & Communications team worked hand in hand with the Environmental Protection team to develop a funny set of lovable characters that love San Diego Bay so much, they can’t stop telling the world how to take care of it with #ThatsMyBay.
I. Challenges & Opportunities

What are/were the entry’s specific communications challenges or opportunities?

The issues and stakeholders participating in the conversation about environmental health and protection in an area like San Diego Bay are as diverse and complex as the waterfront itself. The original drivers of the campaign were in response to calls for “better compliance” in relation to the health of the San Diego Bay, “water quality initiatives,” and how best to create awareness about stormwater run-off. The source messaging for the campaign was long, technical, and difficult to understand for an outside audience. The team discussed the need to move away from compliance and toward purpose, away from simply improving water quality and toward building pride, away from awareness of stormwater management and instead to simply remind people how much they love the water. Then begin to make the connection between their actions and the feelings of ownership we are creating for the bay.

Additionally, the overarching campaign was set to cover complex topics ranging from marine debris to understanding water sheds to hazardous waste and overgrowth of bacteria. Each of these topics have hundreds of associated statistics that could create an information overload in any viewer and posed an interesting challenge shared between the Marketing and Environmental teams. To condense a mountain of confusing information and jargon that is not immediately relevant to stakeholders took an incredible amount of research, organization and creativity to shrink the information into relevant “bitesize” pieces. Each deliverable in the campaign has a single topic with only one behavior change intended. The team focused on making the process of understanding these tips fun, easy, and simple, in order to maximize results.

The team found an opportunity to challenge the public service announcement (PSA) paradigm for education on environmental topics. The majority of PSAs are told through a lens of compliance, creating feelings of guilt, shame, sadness or anger in the audience – all negative emotions that we do not want associated with our message. The team wanted to ensure the audience would not inadvertently feel targeted and put up a wall against the issue and not be receptive to the intended message despite good intentions. By using humor and fictional characters that could be perceived as friends rather than authoritative figures, viewers could enjoy the environmentally conscious content and associate the positive vibes of the characters with the messages they are sending. The Port of San Diego wanted to circumvent the negative PSA cycle that had become too common and create a new type of environmental marketing campaign that would disarm viewers with wit and charm.

Another challenge was to resist the temptation to meld this campaign with our typical environmental messaging. We did not want to lose the campaign’s wit and style by turning it into a regular “talking heads” campaign. Early discussions about turning it into an overarching environmental campaign, award campaign and adapting it to other uses, made it clear that we needed to protect the integrity of the campaign’s humorous approach. The team set out to differentiate the campaign from other environmental messaging prior to implementation with a clearly defined chart:
II. Supporting Our Mission & Business Operations

How does the communication used in this entry complement the organization’s overall mission?

The Port’s Vision, Mission and Brand Promise along with the original state charter are all central to the planning process of each 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.

These guiding statements help us determine the starting point for our environmental campaigns, ensuring the health and safety of not only the bay, but also the waterfront dependent economy and industries, and the enjoyment of the people who visit the area.

The health of San Diego Bay impacts the economic and tourism industry’s success in the region directly. A polluted and littered waterfront has negative effects on those who come to work, visit, or enjoy the resources of San Diego Bay. Business operations that could incur negative effects from pollution in the bay include restaurants, hotels, shops, tourism, real estate, and more. Additionally, as a natural resource, wildlife habitat is an integral part of the ecosystem. San Diego Bay is a precious asset to the region and the Port of San Diego is entrusted to champion the environmental care of the bay now and for future generations. The #ThatsMyBay campaign works to integrate that message into the fabric of the community.
III. Planning & Programming Components

What were the communications planning and programming components used for this entry?

The Marketing & Communications team started by collaborating with the Water Quality team to understand the Best Management Practices they were trying to implement and why. The discovery phase included everything from learning about marine debris, to the Great Pacific Garbage Patch, to understanding water sheds! They then focused the material into easily understandable chunks of information and actionable tips for audiences to change behaviors.

Target Audience: The campaign targets park users, picnickers, highly outdoor lifestyle leaders, bicyclists, joggers, water sports enthusiasts, or other outdoors exercisers, birdwatchers, pet owners, yoga in the park guests, park moms, fishermen, people who work in restaurants, hotels or other locations nearby the waterfront that may take breaks in the parks or on piers and other San Diego Bay visitors...

In other words – general people, who love the waterfront, but may not necessarily think of it as an environmental resource. For this reason, the team decided on a whimsical campaign that both educates and engages people to feel ownership in a fun and humorous way, rather than anything that makes people feel sad or guilty.

The #ThatsMyBay campaign concept was conceived and executed entirely in-house with video production, photography, design, and media placement all managed in partnership with the Port of San Diego’s Marketing & Communications and Environmental Protection teams with excellent results. A vendor was used for one animated video, however, the concept and storyboard were first created in-house.

Campaign Objectives

The team began by defining the operational goals they needed to achieve and then the marketing campaign goals that would support that effort.

Operational Objectives:

- Improve quality of water and land health through the diversion of waste and other measures over a ten-year period
- Engage the staff and public in participating and creating ownership in the waste diversion process
- Utilize best management practice compliance and implement the Port’s water quality improvement plan

Campaign Outreach Objectives:

- Encourage users of the waterfront to protect it as an environmental resource by keeping trash out of the bay
- Build pride in and ownership of the bay so environmental messages are more likely to resonate
An outline of the campaign was created in the form of a master messaging document, breaking down large, complex topics into single videos and behavior changes. The creation of this document was imperative to the campaign to keep track of the large amount of both key messages and supporting messages throughout the campaign. Keeping statistics, ideas, and deliverables in the same spreadsheet allowed for organization and sharing of #That’sMyBay components as well as creating room to scale the campaign as necessary.

### IV. Action Plan & Outputs

What actions were taken and what communication outputs were employed in this entry?

Once the messaging had been solidified and the campaign concept had been selected, the team focused on the creative. Carefully crafted scriptwriting, casting, social media posts and event promotional items were all part of the campaign development process for bringing a fun personality to each character.
Positioning Piece:

No one wants to be seen with a trashy bay...

We know you love your bay, you own it, you want to take care of it, it's your number one priority; you’re ready to change your relationship status to make it official. Okay, maybe that’s a bit much, but we all love San Diego Bay and want to be sure it stays the pristine natural resource it is for generations to come. When you visit, we want you to say to yourself, #ThatsMyBay! And sometimes, it just takes a simple reminder not to take your bay for granted. So, the Port of San Diego is here with helpful tips and suggestions on how we can all do our part to keep our bay looking classy, not trashy!

We can do this, San Diego. Think: “Trash can!”, not “Trash can’t!” If we each do our part, at each and every visit, you can look wistfully into those deep blue waves you love, embrace the hot sand under your toes, feel the gentle kiss of the breeze … smile and quietly say to yourself, #ThatsMyBay.

Creative Production:

The first video launched in the summer of 2018 with a rolling production and marketing schedule planned for the ongoing series over the next few years. At this point, the first six videos are produced and in market for viewing, each linked below.

‘STACHE YOUR TRASH starring Trash Trooper Troy | Launched July 2018

We’ve enlisted Trash Trooper Troy for some help in this effort. He reminds us all what to do with trash when we visit the bay (put it in the trash!) because he loves the fishies!

MIME YOUR BUTTS starring Mike the Mime | Launched November 2018

Mike the Mime isn’t all talk - he walks the walk when it comes to putting cigarette butts in their place. There are no butts about it - cigarette butts destroy the health of our bay’s marine life, and Mike the Mime can’t be silent about it any longer.
KEEP A LID ON IT! starring Trash Trooper Trish | Launched January 2019

We’ve enlisted Trash Trooper Trish for some help in this effort. She reminds us all what to do with trash when we visit the bay (put it in the trash!) because she loves the fishies!

KEEP A MONKEY GRIP ON YOUR TRASH starring Hang-on Hank | Launched September 2018

Hang-on Hank isn’t going out on a limb when he points out a major source of trash in the bay comes from parking lots and busy streets. He gives tips on securing potential debris from your car, truck bed or boat because he’s absolutely bananas about the bay!

CHECK YO WATERWAY, BEFORE YOU WRECK YO BAY starring Lil Wrapper | Launched March 2019

Once a shiny and appealing wrap star, this improperly disposed of piece of trash shows the dismal path that awaits on the journey from upstream snack through the watershed to the bay.

BAY PROTOCOL: DON’T OVERWATER starring the Brocean Bros | Launched February 2019

Two bay loving bros are shocked to see a neighbor overwatering his lawn, allowing chemicals to seep into storm drains. They are happy to turn their unsuspecting overwatering neighbor into a brocean bro that knows how to take care of his bay.
**Marketing & Media Plan**

Just as important as crafting the concept was delivering the videos and variety of supporting elements to the right audience on the right platforms. The campaign does not support a revenue-generating line of business, so it does not have a standard advertising budget based on a percentage of revenue. The team carved out a small budget from general awareness for environmental programming and pieced together a very focused, strategic marketing and media plan that would reach the target audience in a much less overtly commercial way, giving the campaign the underground, quirky, social vibe it needed.

**Website** – The Port’s website houses a dedicated page for #ThatsMyBay. This is the primary launch point for all campaign efforts: https://www.portofsandiego.org/thatsmybay. During the active promotional period for each video, it is featured on the front on the landing page along with additional messaging to support the behavior change the video encourages. The other videos are all listed below the featured video to encourage additional exploration.

**Social Media** – The campaign plan includes a comprehensive social media plan utilizing the campaign hashtag to optimize video views, encourage engagement and drive website traffic. The plan includes a social media calendar to schedule messages based on their content and the prime posting times to maximize content. The plan includes both organic posts and a boosted and pay-per-click option below.

The Port utilizes Facebook, Instagram, Twitter, LinkedIn, and YouTube to maximize visibility among the target demographics. In addition to the videos themselves, each post contains a tip or fact on pollution prevention, the #ThatsMyBay hashtag, and information on where to go to find out more on how to be an environmental champion. Content includes videos, GIFs, and photos.

**Pay-Per-Click Advertising** – #ThatsMyBay is also promoted on YouTube and Facebook by boosting posted videos to the target audience. By promoting through these popular applications, the Port ensures people are seeing the content frequently to increase the opportunity for the message to be heard.

**Geo-Fencing Mobile Display Ads** – The Port utilized partner iHeartMedia to run mobile ads targeting specific geographic boundaries using behavioral filters matching the audience profile. 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. By using the geographic boundaries, the Port ensures the message is reaching the people visiting the bay and surrounding tidelands.

**Digital Display Ads** – In order to maximize online impressions and drive traffic to the website, the team utilized banner ads on the homepage of the local Fox affiliate website.

**Direct Marketing** – #ThatsMyBay is also marketed directly to the public with a variety of Port E-Blasts and events. At events the campaign is promoted with character appearances, campaign slides at movies, booths with promotional items and games, and as event sponsors.
#ThatsMyBay Events - Outside of digital platforms, the campaign has been successful at numerous events around the bay. Trash Troopers have made event appearances to spread the word on pollution prevention including a new signature event for the Port of San Diego, #ThatsMyBay Service Day. On September 20, 2018 over 300 Port employees were joined by members of the public to clean six sites along the waterfront supporting environmental championship and showcasing corporate volunteerism throughout the community. Nearly 3,000 pounds of trash were picked-up and prevented from polluting San Diego Bay by participants on the ground as well as in the bay by the Port of San Diego Harbor Police dive team. The event had widespread media coverage, plus, special appearances from #ThatsMyBay characters, Trash Trooper Troy and Hang-on Hank.

In addition to corporate volunteerism, the participating Port staff were able to learn about marine pollution and how to personally make an impact on the health of the bay, while competing for prizes at a post clean-up luncheon, featuring a sustainably prepared lunch sponsored by the San Diego Convention Center. EDCO Waste Management also furthered the corporate volunteerism approach by sponsoring the event and providing dumpsters, recycling containers, and other supplies and services. A second annual #ThatsMyBay Service Day is scheduled for November 2019.

The Port also utilized the #ThatsMyBay campaign as part of a title sponsorship role for the 2019 Oceanology International Americas (OiA) conference, held on the San Diego Bay waterfront. At this widely advertised international conference, guests were able to watch #ThatsMyBay videos at the beginning of each workshop, attend a #ThatsMyBay themed reception, and network with Port staff to learn more about the Port’s environmental championship initiatives. The conference venue was open to the public at the San Diego Convention Center, allowing all who passed by to see the elements of the campaign.

The videos, characters and promotional items have made appearances at a variety of events including:

- Big Bay Boom Independence Day Spectacular
- Extreme Sailing San Diego Races
- Coastkeepers Seaside Soiree
- Association of Governments Bike the Bay
- Living Coast Discovery Center - Farm to Bay Gala
- Sierra Club Awards Dinner
- National City Mariachi Festival Green Zone
- Earth Week Event
- Operation Clean Sweep Clean Up Event
- Creek to Bay Clean Up Event
V. Outcomes & Evaluation

What were the communications outcomes from this entry and what evaluation methods were used to assess them?

In less than a year, the campaign has delivered over six million impressions and the videos have been viewed a combined total of over 226,000 times. The table below details the gross impressions by media type throughout the life of the campaign which has amassed over six million gross impressions to date.

![#ThatsMyBay Gross Impressions by Media Type]

The YouTube analytics were particularly rewarding. The videos all average view times in the 90% range, an amazing view rate for any content, but particularly for educational or advertising content! In fact, the view time on the first video released averaged 31 seconds on a 26 second video. We didn’t even realize this was possible and had to dig into the statistics and viewing habits to figure out how it was possible to have an average view time longer than the video itself. It turns out that so many people were rewinding the end of the video and watching the final scene over again, that most people were literally spending more time watching the video than its actual length! The table below details the YouTube views and average view rates for each video as it was released.

<table>
<thead>
<tr>
<th>#ThatsMyBay Port Youtube Channel Analytics by Video</th>
<th>Avg % viewed</th>
<th>6/18</th>
<th>7/18</th>
<th>8/18</th>
<th>9/18</th>
<th>10/18</th>
<th>11/18</th>
<th>12/18</th>
<th>1/19</th>
<th>2/19</th>
<th>3/19</th>
<th>4/19*</th>
<th>Total Views</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stache Your Trash</strong></td>
<td>99.1%</td>
<td>134</td>
<td>5,177</td>
<td>7,605</td>
<td>305</td>
<td>34</td>
<td>40</td>
<td>42</td>
<td>93</td>
<td>5,060</td>
<td>38</td>
<td><strong>18,589</strong></td>
<td></td>
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<tr>
<td>featuring Trash Trooper Troy</td>
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<tr>
<td><strong>Keep a Monkey Grip on Your Trash</strong></td>
<td>98.3%</td>
<td>274</td>
<td>7,039</td>
<td>6,727</td>
<td>34</td>
<td>22</td>
<td>54</td>
<td>43</td>
<td>42</td>
<td>24</td>
<td>14,229</td>
<td></td>
<td></td>
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<tr>
<td>featuring Hang-On Hank</td>
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<tr>
<td><strong>Mime your Butta!</strong></td>
<td>91.7%</td>
<td>37</td>
<td>43</td>
<td>8,301</td>
<td>8,741</td>
<td>100</td>
<td>47</td>
<td>54</td>
<td>29</td>
<td></td>
<td>17,352</td>
<td></td>
<td></td>
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<tr>
<td>featuring Mike the Mime</td>
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<tr>
<td><strong>Keep a lid on it!</strong></td>
<td>96.8%</td>
<td>88</td>
<td>13,914</td>
<td>54</td>
<td>58</td>
<td>19</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td><strong>14,151</strong></td>
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<tr>
<td>featuring Trash Trooper Trish</td>
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<tr>
<td><strong>Bay BrotoCol: Don’t Overwater</strong></td>
<td>96.8%</td>
<td>30,930</td>
<td>19,250</td>
<td>30</td>
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<td></td>
<td><strong>50,210</strong></td>
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<tr>
<td>featuring the Brocean Bros</td>
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<tr>
<td><strong>Check Yo Waterway Befor you Wreck yo Bay</strong></td>
<td>96.7%</td>
<td>8,863</td>
<td>22,628</td>
<td>31,491</td>
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<td></td>
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<td></td>
<td><strong>146,002</strong></td>
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<tr>
<td>featuring Lil Wrapper</td>
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<tr>
<td><strong>Total Campaign Views by Month:</strong></td>
<td>134</td>
<td>5,177</td>
<td>7,879</td>
<td>7,351</td>
<td>6,804</td>
<td>8,375</td>
<td>8,891</td>
<td>14,161</td>
<td>31,135</td>
<td>33,327</td>
<td>22,768</td>
<td><strong>146,002</strong></td>
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*Through April 22, 2019
Different platforms have had different responses. For example, Instagram has had the most engagement overall, and though YouTube has had longer view times, Facebook has had farther reach and different videos have performed better on Facebook than on YouTube overall. The below chart shows a side-by-side comparison, and the combined totals for each video. This info allows us to optimize our campaign dollars, shifting our budget to be most effective at reaching the target audience and ensuring the videos will be viewed, shared and engaged with as intended.

<table>
<thead>
<tr>
<th>#ThatsMyBay Combined Video Views</th>
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<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Stache Your Trash featuring Trash Trooper Troy</td>
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<tr>
<td>Keep a Monkey Grip on Your Trash featuring Hang-On Hank</td>
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<tr>
<td>Mime your Butts! featuring Mike the Mime</td>
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<tr>
<td>Keep a lid on it! featuring Trash Trooper Trish</td>
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<tr>
<td>Bay Protocol: Don't Overwater featuring the Brocean Bros</td>
</tr>
<tr>
<td>Check Yo Waterway Befor you Wreck yo Bay featuring Lil Wrapper</td>
</tr>
<tr>
<td><strong>Total Campaign Video Views:</strong></td>
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</tbody>
</table>

However, even more exciting is the level of engagement the campaign has generated in the real world. We have had requests for the characters to appear at events and on morning news shows. The positive feedback was overwhelming with shares, comments and even plans for clean-up events generated by viewers. Some of our favorite posts are shared below:

- jkiss77
  Possibly the best PSA I have ever seen

- crystalbluevibrations
  Right on! Pride of a Clean City!

- Mark West @mark4ibcit...
  This is hilarious and extremely effective.

- Port of San Diego @port...
  No One Wants to be Seen...

- jeremyfontaine @jennyjunem
  let's do something like this for the City storm water division!!!
Over the next several years, the project team has plans for approximately 20 videos in this long-term series. Additionally, the operations team will be able to measure outfall debris at storm drain catch basins to compare to baseline measures year-over-year and public perception studies are underway to understand the level of community ownership as well as changes over time. The Port of San Diego is committed to ensuring the entire San Diego region joins us in saying #ThatsMyBay, and we recognize, this is just year one!

VI. Appendix: Creative Examples & Additional Results

See attached.
#ThatsMyBay

Overview Presentation

June - December 2018
‘STACHE YOUR TRASH starring Trash Trooper Troy  
**Launched July 2018**

We’ve enlisted Trash Trooper Troy for some help in this effort. He reminds us all what to do with trash when we visit the bay (put it in the trash!) because he loves the fishes!

Watch Troy here: [https://www.youtube.com/watch?v=JiVnCZrM6UA](https://www.youtube.com/watch?v=JiVnCZrM6UA)

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KEEP A MONKEY GRIP ON YOUR TRASH starring Hang-on Hank  
**Launched September 2018**

Hang-on Hank isn’t going out on a limb when he points out a major source of trash in the bay comes from parking lots and busy streets. He gives tips on securing potential debris from your car, truck bed or boat because he’s absolutely bananas about the bay!

Watch: [https://www.youtube.com/watch?v=Dy5iuj-DaKM](https://www.youtube.com/watch?v=Dy5iuj-DaKM)

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MIME YOUR BUTTS starring Mike the Mime  
**Launched November 2018**

Mike the Mime isn’t all talk - he walks the walk when it comes to putting cigarette butts in their place. There’s no butts about it - cigarette butts destroy the health of our bay’s marine life, and Mike the Mime can’t be silent about it any longer.

Watch: [https://www.youtube.com/watch?v=-zsA6GlXUDg](https://www.youtube.com/watch?v=-zsA6GlXUDg)

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KEEP A LID ON IT! starring Trash Trooper Trish  
**Launched January 2019**

An aspiring young trash trooper finds the opportunity to show her #ThatsMyBay knowledge when she happens upon a couple throwing out their treasured mementos - she reminds them that no matter what they are throwing away, they need to secure the trash can lid each time.

Watch: [https://www.youtube.com/watch?v=ilPT_hd7n54](https://www.youtube.com/watch?v=ilPT_hd7n54)

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BAY BROTOCOL: DON’T OVERWATER starring the Brocean Bros  
**Launched February 2019**

Two bay loving bros are shocked to see a neighbor overwatering his lawn, allowing chemicals to seep into storm drains. They are happy to turn their unsuspecting overwatering neighbor into a brocean bro that knows how to take care of his bay.

Watch: [https://youtu.be/THVhHwKLyU0](https://youtu.be/THVhHwKLyU0)
Port Website

portofsandiego/thatsmybay

Website Page Views
4,716 gross impressions
Geo-Fencing

iHeart Media

1,892 Clicks
.49% CTR
48,409 Reach

- ‘Stache Your Trash
- Keep a Monkey Grip on your Trash
- Mime your Butts

401,386 gross impressions
'Stache Your Trash
85,187 impressions
Keep a Monkey Grip on your Trash

134,645 impressions
Mime your Butts

181,554 impressions
Social Media

Port Facebook
10 Posts featuring Video and Photo
73,645 gross impressions
Social Media

Port Instagram
2 posts featuring video
3,220 gross impressions
Social Media

Port LinkedIn
4 posts featuring video
16,147 gross impressions

Port Twitter
10 posts featuring video
148,169 gross impressions
Port YouTube

‘Stache Your Trash
13,337 views
90% Average time viewed

Keep a Monkey Grip on your Trash
14,066 views
80% Average time viewed

Mime your Butts
17,122 views
82% Average time viewed

Keep a Lid on it!
6,643 views
83% Average time viewed

52,709 gross impressions
Pay-Per-Click
Geo and Keyword targeting

YouTube Promotion - LiveSpark

‘Stache Your Trash
27,870 impressions

Keep a Monkey Grip on your Trash
35,089 impressions

Mime your Butts
41,445 impressions

139,228 gross impressions
Pay-Per-Click
Geo and Keyword targeting

Facebook Promotion – LiveSpark

‘Stache Your Trash
94,594 views

Keep a Monkey Grip on your Trash
22,235 views

Mime your Butts
15,121 views

268,341 gross impressions
Direct Marketing

Port E-Blast
Campaign Launch Newsletter
6,500 gross impressions

Events
Trash Trooper Troy Appearances at
Operation Clean Sweep
#ThatsMyBay Service Day
Extreme Sailing
2,500 gross impressions
#ThatsMyBay  /  Overview  /  Promo Items