



Port of Stockton
CALIFORNIA

PORT OF STOCKTON - "PORT OF POSSIBILITIES" CAMPAIGN 2021

Advertisements

In 2019, the Port of Stockton developed an advertising campaign that was created under the umbrella theme of "Port of Possibilities." This campaign, along with other campaigns, was based on the Port's ongoing mission of educating the public about its operation. For 2020, the Port decided to extend the campaign in order to leverage the messages and equity built from the previous year's advertising efforts.

I. WHAT WERE THE ENTRY'S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?

The new ads developed for the campaign's extension were placed in a variety of area print publications, as well as using targeted banner ads on key websites throughout San Joaquin County. The key message was directed to the residents and businesses in San Joaquin County and was designed to convey the many 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.

The "Port of Possibilities" campaign extension targeted the residents and businesses of San Joaquin County using an educational focus showing the contributions the Port made the past year and previous years, and why all people in San Joaquin County could take pride in the Port and its myriad of contributions made to the community.

Using an educational focus, several key objectives were developed for the 2020 extension of the "Port of Possibilities" campaign. They included:

- Convey key information and supporting metrics about how the Port's operation benefitted the community economically
- Showcase how the Port's growth helped boost employment opportunities in the area
- Disseminate the key reasons that the Port's continued growth has helped to make the Port of Stockton one of the fastest growing ports in the country
- Educate everyone in San Joaquin County about the Port's environmental stewardship efforts and how it benefits everyone in the area

The "Port of Possibilities" campaign extension was designed to engage readers through exciting visuals and short informational copy.



**PORT
OF
OPPORTUNITY**

As California's 4th busiest port, we handled 4.1 million metric tons of cargo in 2019. Its help provides more than 10,000 jobs for the people in our community. To learn more about the opportunities we've created, visit: portofstockton.com/possibilities



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

The 2020 campaign extension continued using a “by the numbers” approach, which included educational copy about the number of jobs that the Port adds to the community, the percentage of growth that the Port enjoyed over the prior decade and the type of cargo that was processed through the Port that helped the community in a variety of ways. One additional benefit was the opportunity to discuss the Port’s ongoing commitment to the environment and its role as an environmental steward for the area.

The ads in the campaign’s extension include an ad titled “The Port of Opportunity” that talked about the Port being the #1 break-bulk port in California, while helping to provide 10,000 jobs to the residents of the community. Another ad in the series, titled “Port of Environmental Stewardship,” illustrated how the Port is able to be an environmental steward while promoting commerce at the same time. A third ad in the series, titled “Port of Access,” discussed the Port’s location near Deepwater channels, key interstate highways and major railroads. Another ad in the series, titled “Port of Agriculture,” used an example of how the cargo brought through the Port is used to grow crops in the Central Valley. The final ad in the series, titled “Port of Community,” discussed the amount of state and local taxes the Port contributes to the local economy.

3. WHAT WERE THE COMMUNICATION'S PLANNING AND PROGRAMMING COMPONENTS USED FOR THIS ENTRY?

As this campaign extension was a continuation of “by the numbers,” we wanted to update the 2020 numbers and integrate them into the new ads. As the main goal was to raise awareness of the Port’s economic contributions to San Joaquin County, we continued with the Port’s mission of educating the public by developing ads that presented information in a creative, visually appealing manner.

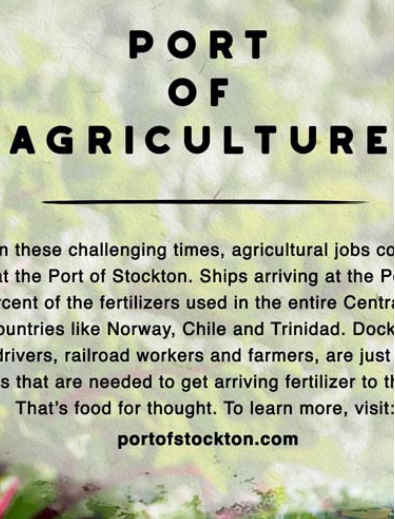
To measure the awareness of our campaign, we developed a research survey that was directed at our two audiences: the primary audience was the residents, and the secondary audience were the business owners of our community. We developed questions designed to measure current perceptions about the Port, its role in our community’s economy 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 target audiences. Components included:

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 to 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 extension included striking graphic design and photography that was tied to the headline of the ad and its content, capturing the attention of the reader. 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 previously 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 two 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
 - Stockton Chamber of Commerce magazine "Port of Call"
- Local newspaper (the Stockton Record)
- Banner ads on the Record's local newspaper website and a regional web network.
- Retargeting banner ads – a visitor to the Port of Stockton website would be served Port of Stockton banners ads while visiting other websites
- Ads showcased on the Port's website (www.PortofStockton.com)

Implementation

The Port of Possibilities campaign ran from January 2020 to December 2020. 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 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: “Port of Possibilities” extension campaign 2020

The Port of Stockton is a firm believer in post-campaign research. It is really the only accurate measure of a campaign’s effectiveness and shows whether any key points were retained by the target audiences.

There were two surveys conducted during May of 2021, designed to measure whether the information being disseminated impacted the reader’s views on the Port, and also whether the information contained in the ads was accurately perceived. One survey measured the residential community, and the second measured responses from the business community. Below are highlights from each survey.

Residential Survey:

- 80% indicated that the Port was very important to San Joaquin County — a significant increase from the previous year when that figure was 58%. This shows that the messaging in the Port of Possibilities extended campaign resonated with the target audience.
- 68% of survey respondents indicated that their overall impression of the Port was either very or extremely favorable, also a significant increase from the previous year’s rating of 47%.
- When measuring campaign-specific metrics, the Port achieved a significant increase in awareness: when asked if they had seen an ad campaign from the Port, the response was 59% “yes” — compared to 26% the previous year.
- 59% correctly identified a specific theme or message, showing that the copy was accurately retained.
- 92% correctly identified specific copy points, including the Port’s location near major highways, railroads and the deep-water channel.
- 83% correctly identified the Port’s statement that it helped create over 10,000 jobs in the county.
- 68% correctly stated that the Port does not charge the county for its services to the community.

Business Survey:

- 68% of business respondents indicated that they had an extremely favorable or very favorable impressions of the Port.
- 55% remembered seeing an ad campaign for the Port and 59% correctly identified seeing a specific campaign message.
- 90% correctly identified the Port’s metric on the Port’s location and proximity to major highways, railroads and Deepwater channels.
- 83% correctly identified the metric on the Port’s helping create over 10,000 jobs for the community.

When reviewing the survey results, it clearly shows that the Port’s mission of educating its target audiences has had a positive impact, with excellent campaign awareness and retention of salient copy points.

PORT OF OPPORTUNITY ADVERTISEMENT 1

PORT OF ENVIRONMENTAL STEWARDSHIP

Everyone's getting a charge out of our new battery-powered cargo handling equipment. That's because it's zero-emission, which means cleaner air for our community. See it now at portofstockton.com



Port of Stockton
CALIFORNIA

Chairman Gary Christopherson, Vice Chairman R. Jay Allen
Commissioners Anthony Barkett, Elizabeth Blanchard,
Michael Patrick Duffy, Stephen Griffen, William Trezza and
Port Director Richard Aschieris

For more information:
Call **855-340-8042**

PORT OF OPPORTUNITY ADVERTISEMENT 2

PORT OF OPPORTUNITY

As California's 4th busiest port, we handled 4.4 million metric tons of cargo in 2019. Its helped us provide more than 10,000 jobs for the people in our community. To learn more about the opportunities we've created, visit:

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PORT OF ENVIRONMENTAL STEWARDSHIP ADVERTISEMENT

PORT OF AGRICULTURE

Even in these challenging times, agricultural jobs continue to grow at the Port of Stockton. Ships arriving at the Port bring 95 percent of the fertilizers used in the entire Central Valley from countries like Norway, Chile and Trinidad. Dockworkers, truck drivers, railroad workers and farmers, are just a few of the jobs that are needed to get arriving fertilizer to the fields.

That's food for thought. To learn more, visit:

portofstockton.com



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