

FACES OF FREIGHT



DIGITAL MARKETING CAMPAIGN 2021



OVERVIEW

The Faces of Freight digital marketing campaign communicates the importance of the supply chain to two primary audiences within Southern California: Port-adjacent residents and career-minded students. The campaign's goal is to grow understanding of the importance of freight and the supply chain.

Divided into three series; Faces of Freight, Freight Facts, and Freight Family, each portion of the campaign offers a variety of opportunities for different industries within the supply chain to be featured in a way that highlights their organization's importance to Southern California.

OBJECTIVES

- educate local residents about the importance of the ports/ supply chain
- educate young students about career opportunities within freight and supply chain industries
- educate lawmakers about CA's economic dependency on the ports/ supply chain

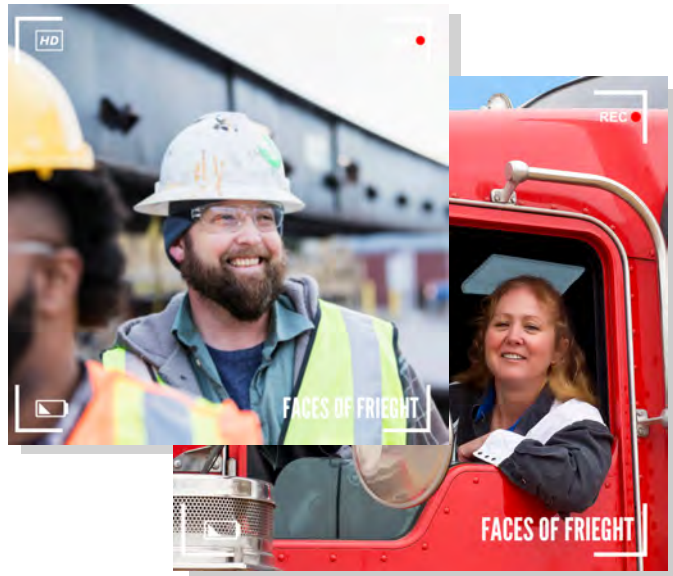
OUTCOMES

The Faces of Freight digital marketing content is expected to reach between 3,000 and 9,300 people within a 15-mile radius of the four Southern California ports, daily.

- Student Audience
 - Reach: 2.5K - 7.2K per day
 - Link Clicks: 18 - 52 per day
- Local Resident Audience
 - Reach: 734 - 2.1K per day
 - Link Clicks: 4 - 22K per day



CONTENT



FACES OF FREIGHT

The Faces of Freight series showcases the real people who work in supply chain industries, highlighting their roles & how they not only fit into the bigger picture of our California economy but are connected to the end-user.

Sharing the stories of real people in the supply chain will ultimately personalize the industry while also sharing the various career options available. Legislatively, this series communicates to policymakers the expansive nature of the supply chain and intrinsically links it to the benefits received by their constituents.

FREIGHT FACTS

The Freight Fact Series educates our target audience on the diversity of goods moved through the supply chain with interesting facts.

Each piece of content within the series will show a closed container such as a shipping container, box, warehouse, or delivery truck. Once the user engages with the post, the container's contents will be revealed, displaying facts of the content, its relation to the port, and Southern California's needs.



CONTENT

FREIGHT FAMILY

The Freight Family Series focuses on drawing attention to the families, individuals, and small businesses that rely on freight to stay in business. It could be the Garcias' restaurant off of I-15 where truck drivers often stop for lunch or Rose's grocery store that relies on the supply chain to receive all of her produce.

Not only does this educate, but it also communicates to policymakers that the supply chain directly impacts their districts.



WHERE YOU COME IN

As a sponsor, your organization will have the opportunity to be featured in one of the three social media series. Whether through featuring an employee, your small business, or the goods that you import or export in a branded container - through your involvement in the Faces of Freight campaign your company's branding and story will have the ability to reach at least 2,000 people across southern California everyday day.



THIS COULD BE TWO OF YOUR EMPLOYEES!



SPONSORSHIP PACKAGES

SINGLE STORY - \$5,000

- Select 1, two-week window in a 6-month campaign for your story to be told
- Choose which series you'd like to be featured within Face of Freight, Freight Fact, or Freight Family
- Select the people to be featured in your story
- Approve copy/ content for your story
- Co-branded with your logo
- All options are first-come, first-served
- 36 total opportunities

2-WEEK BUYOUT - \$15,000

- Select one, two-week window in the 6-month campaign for your story to be told
- All three assets will feature your organization across Faces of Freight, Freight Facts, and Freight Family vignettes
- Select the people to be featured in your stories
- Approve copy and content
- Co-branded with your logo

CAMPAIGN ENHANCEMENTS - PRICE VARIES

- Billboard placement for your story for 1 month, 3 months, or 6 months
- Bus Shelter Placement for your story for 1 month, 3 months, or 6 months
- Pandora playlist for 4 weeks
- Newspaper ad placements
 - Ex: JOC, LBBJ, LABJ, Politico, The Hill, etc.

TO JOIN FACES OF FREIGHT...

Please contact FuturePorts Executive Director,
Marnie Primmer at marnie@futureports.org or visit us at
<https://www.futureports.org/faces-of-freight>

