



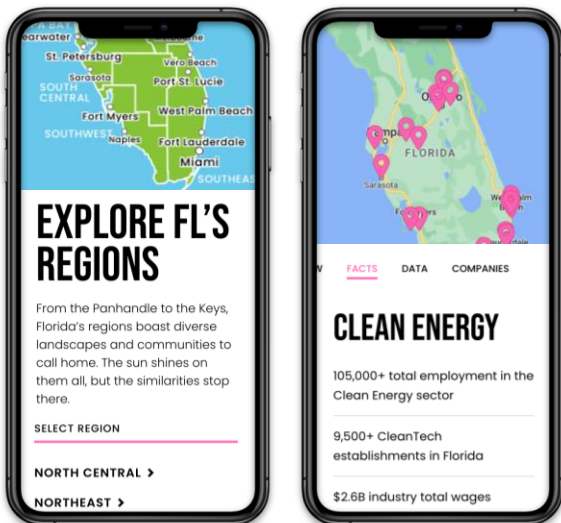
WONDERFL.COM

A FIRST-OF-ITS KIND TALENT CAMPAIGN FOR FLORIDA

Florida is among the most sought-after places in the U.S. to live and visit, but we know employers still struggle to fill open jobs. That's why [PoweringFlorida](#) launched the "WonderFL" talent campaign to promote Florida as a top place to live and work. The new WonderFL campaign brings together partners, stakeholders and resources through a first-of-its-kind statewide talent campaign, anchored by [WonderFL.com](#).

FUNCTIONALITY

- Interactive Region Map
- Interactive Employers Map
- Cost of Living Calculator
- Jobs & Industry Data



GUIDING TALENT DOWN THE FUNNEL

The statewide campaign is designed to drive awareness of Florida's innovative job opportunities and superb quality of life assets – and ultimately guide talent down the funnel to explore Florida's diverse regions and job opportunities. The website features a Regional Map, which guides users to detail pages on each of the state's eight unique localities, as well as regional talent attraction campaigns, and a Major Employers Map, which directs prospective Florida residents to hundreds of established companies across the state.

QUESTIONS ABOUT THE WONDERFL CAMPAIGN?

Contact Wes Hudgens at Wesley.Hudgens@fpl.com for more information.

NORTHWESTFL

PART OF THE WONDERFL CAMPAIGN



@LIFEINNORTHWESTFL



@LIFEINNORTHWESTFL

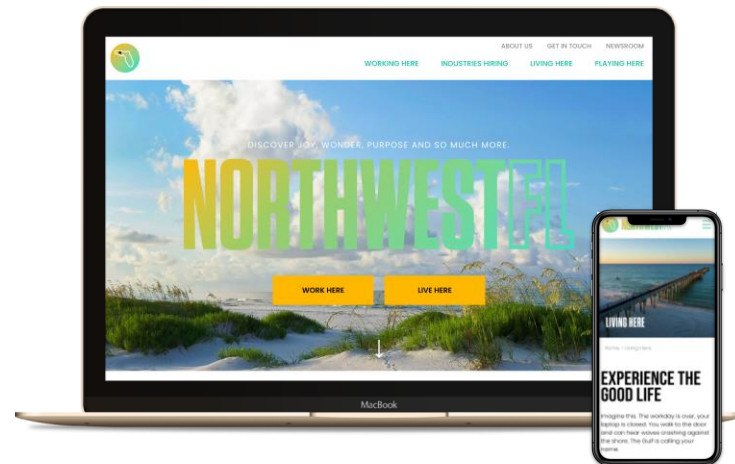


LIFEINNORTHWESTFL.COM

LIFEINNORTHWESTFL.COM

A REGIONAL APPROACH TO TALENT ATTRACTION MARKETING

As the largest energy company in the U.S., [Florida Power & Light \(FPL\)](#) partnered with [Florida's Great Northwest](#) and [Opportunity Florida](#) to launch a regional talent attraction campaign for Northwest Florida. Part of the statewide WonderFL campaign, [LifeinNorthwestFL.com](#) showcases employers, data and lifestyle amenities in the 14 counties encompassing the Emerald Coast. The website is intended to be a tool for employers and HR professionals when recruiting outside of the state.



REGION BRAND

Leveraging the WonderFL brand, Northwest FL has a unique color palette, icon set, messaging and logo that speaks to Northwest FL's benefits for talent.



INTERACTIVE MAP

This site's [interactive map](#) allows users to click through to 14 counties in Northwest Florida to learn about local employers and lifestyle amenities.

3,400+

Employed in aerospace
parts manufacturing
or maintenance

FLORIDA'S GREAT NORTHWEST

KEY FACTS & DATA

This site's detail pages host key information and data on how to find a job, how to live and how to play in Northwest FL.

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