



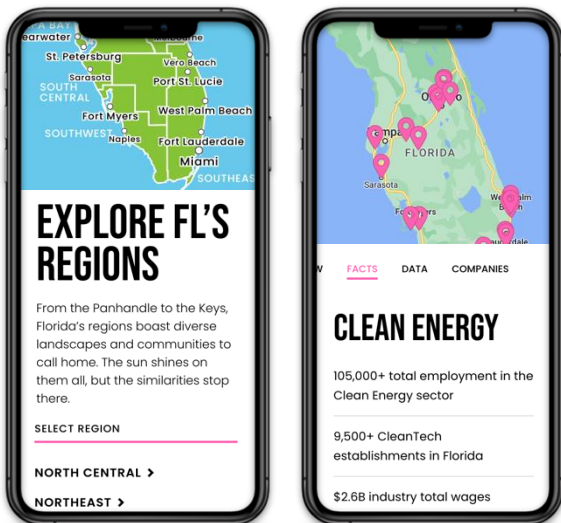
WONDERFL.COM

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 [FPL 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

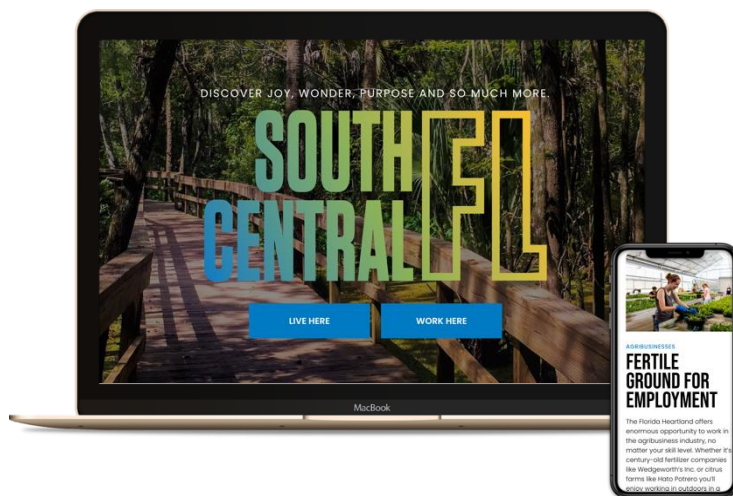
The statewide campaign is designed to drive awareness of Florida's innovative job opportunities and superb quality of life assets – and ultimately guide talent down the funnel to explore Florida's diverse regions and job opportunities. The website features a regional map, which guides users to detail 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.



LIFEINSOUTHCENTRALFL.COM

A REGIONAL APPROACH TO TALENT ATTRACTION MARKETING

Life in South Central Florida is part of Florida Power & Light's (FPL's) [WonderFL](#) campaign — an initiative designed to highlight Florida's industries and communities while demonstrating why the state is more than just a place for tourism. Working to support the region's six economic development organizations in their efforts to attract talent to the area, Life in South Central Florida emphasizes the recreation and career opportunities in the Florida Heartland across the key industries of agribusiness, logistics, manufacturing and aviation.



SOUTH
CENTRAL FL



REGION BRAND

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



INTERACTIVE MAP

This site's [interactive map](#) allows users to click through to six counties in South Central FL to learn about local employers and lifestyle amenities.

21%

of Florida's Total
Agricultural Products

FLORIDA HEARTLAND ECONOMIC
REGION OF OPPORTUNITY

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 South Central FL.