



## 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.

#### QUESTIONS ABOUT THE WONDERFL CAMPAIGN?

Contact Wes Hudgens at [Wesley.Hudgens@fpl.com](mailto:Wesley.Hudgens@fpl.com) for more information.

## A REGIONAL APPROACH TO TALENT ATTRACTION MARKETING

[WWW.LIFEINSOUTHFL.COM](http://WWW.LIFEINSOUTHFL.COM)

As the largest capital investor in Florida and an encourager of sustainable development investments, Florida Power & Light company (FPL) partnered with the [Greater Fort Lauderdale Alliance](#), [Miami-Dade Beacon Council](#), and the [Business Development Board of Palm Beach County](#) to launch a regional talent attraction campaign for South Florida. Part of the WonderFL campaign, the Live in South Florida campaign seeks to connect job-seekers with career opportunities, to promote the benefits of living and working in the region and to grow a stronger economy within the 4-county region. By highlighting this region's great quality of life and available opportunities, Life in South will help this region continue to grow as an industry leader across economic sectors.



### REGION BRAND

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



### INTERACTIVE MAP

This website's interactive map allows users to explore 4 counties in South Florida to learn about local employers and lifestyle amenities.

**50+**

Flight Schools in  
South Florida

**SOUTH FLORIDA AVIATION HUB**

### KEY FACTS & DATA

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