



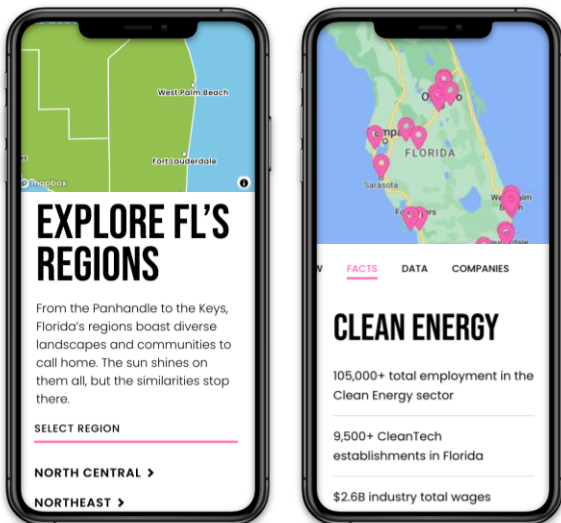
WONDERFL.COM

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](#).

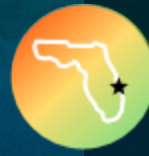
FUNCTIONALITY

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



GUIDING TALENT DOWN THE FUNNEL

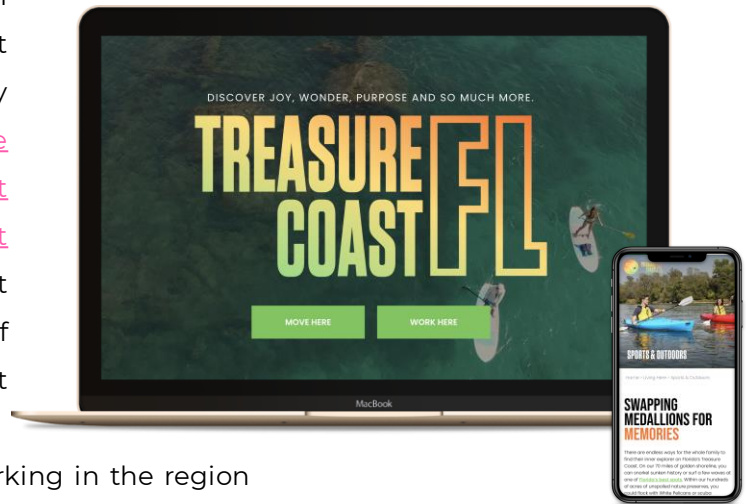
The statewide campaign is designed to drive awareness of Florida's innovative job opportunities and superb quality of life assets – and ultimately guide talent down the funnel to explore Florida's diverse regions and job opportunities. The website features a regional map, which guides users to detail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



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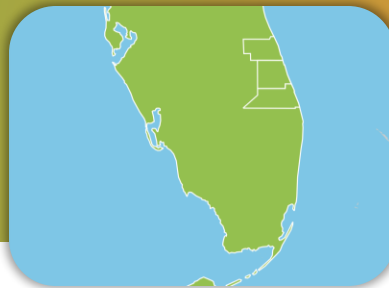
A REGIONAL APPROACH TO TALENT ATTRACTION MARKETING

As the largest capital investor in Florida and an encourager of sustainable development investments, [Florida Power & Light \(FPL\)](#) company partnered with the [Indian River Chamber of Commerce Economic Development Office](#), [Business Development Board of Martin County](#) and [Economic Development Council of St. Lucie County](#) to launch a regional talent attraction campaign for Treasure Coast Florida. Part of the [WonderFL campaign](#), the Life in Treasure Coast 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 3-county region.



REGION BRAND

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



INTERACTIVE MAP

This site's [interactive map](#) allows users to click through to 3 counties in Treasure Coast Florida to learn about local employers and lifestyle amenities.



KEY FACTS & DATA

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