

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](#).

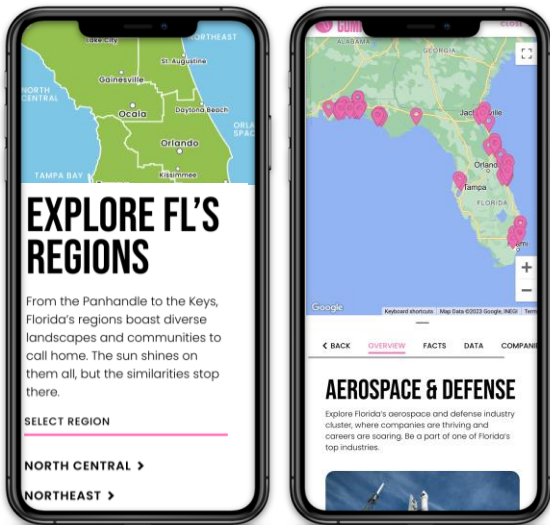
FUNCTIONALITY

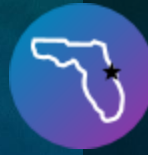
- Interactive Region Map
- Interactive Employers Map
- Cost of Living Calculator
- Jobs & Industry Data



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.





LIFEINVOLUSIAFL.COM

A REGIONAL APPROACH TO TALENT ATTRACTION MARKETING

Life in Volusia FL is a partnership between [Florida Power & Light](#) (FPL), the state's largest energy provider, and [Team Volusia EDC](#), an economic development organization working to bring high-wage jobs and capital investment to the county. Part of the state-wide [WonderFL campaign](#), Life in Volusia FL seeks to connect professionals to jobs in Volusia County while promoting the immense quality of life available in the Sunshine State. With extensive knowledge and insights into the region's lifestyle and growing industries, Life in Volusia FL explores all the great things east central Florida has to offer.



REGION BRAND

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



INTERACTIVE MAP

This site's [interactive map](#) allows users to click through Volusia County 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, how to live and how to play in Volusia FL.