

The Employ Florida Affiliate Brand Strategy

1. Primary Goal of the Employ Florida Affiliate Brand:

The primary goal of the Employ Florida affiliate brand is to promote and increase the use of Florida's workforce system by providing customers quick identification of and accessibility to both local and state workforce services and resources.

2. Purpose of the Employ Florida Affiliate Brand Strategy:

The primary purpose of the affiliate brand strategy is to maximize the impact of state and regional marketing/outreach efforts for the workforce system. By utilizing the expertise and experience of the local and state workforce marketing staff, Employ Florida will be promoted as the affiliate brand that ties together all of Florida's workforce services.

3. Primary Message:

The primary message of the Employ Florida affiliate brand is "to serve as a consolidated point of entry to Florida's quality workforce system," and to "provide a link for business to the services offered through Florida's quality one-stop system." Display of the Employ Florida affiliate brand at local one-stops not only shows that the one-stop is part of a statewide system but it also communicates a standard level of quality as defined by the state one-stop chartering criteria which the one-stop has satisfied.

4. Description of the Relationship of the Employ Florida Affiliate Brand to Local and State Brands:

The Employ Florida brand is an affiliate or linking brand. It represents a *network* of Florida's workforce services. Employ Florida provides a tool to customers not familiar with the structure of Florida's workforce system and/or a local or state workforce brand to find workforce services and resources easily by researching a common name. Workforce Florida and the Agency for Workforce Innovation will be considered part of the Employ Florida network and when appropriate will be referred to as "partners".

5. Management of the Employ Florida Affiliate Brand:

The Employ Florida brand shall be jointly managed by the WFI Communications Director and the AWI Communications Director. The brand managers will hold quarterly Marketing

Consortium meetings to bring together state and local marketing contacts for the following purposes:

- Review and evaluate previous and on-going Employ Florida outreach/marketing
- Discuss current local and state marketing activities
- Share and discuss solutions for system-wide and multi-regional outreach and marketing needs
- Identify future opportunities
- Continue to develop and adjust the Employ Florida affiliate brand strategy

The Employ Florida brand managers and/or consortium members will also provide regular updates at the Workforce Florida Partners Meetings. Regular reports will also be provided, as requested, to the Workforce Florida One-Stop Committee.

6. Basic Parameters for Marketing/Outreach Using Employ Florida. Marketing of the Employ Florida affiliate brand must be done carefully so as to:

- 1) Avoid the perception of another “competing” brand in the market place with the local regions.
- 2) Add clarity – not confusion – to public understanding of Florida’s workforce system.

In order to achieve this, the following parameters have been established to help both state level and local level marketing/outreach staff maximize the usefulness of the Employ Florida affiliate brand.

- Employ Florida will always refer to “the network of one-stops”, the “network of workforce services or resources”, “the workforce system” or “workforce services” in its major messaging, and not set itself up as a primary brand in local markets.
- Ad and PR campaigns will always be statewide or multi-regional in nature and scope — not local or for a single region.
- Multi-regional cooperative ad campaigns will provide the opportunity for RWB participation in the development and cost and will include a local message and/or identifier.
- All state-level and multi-regional Employ Florida outreach/campaigns will at minimum direct customers to the Employ Florida website and/or toll free number, 866-FLA-2345.
- The Employ Florida brand managers will request local input from and will coordinate with the local RWB marketing contacts when ad campaigns are developed and/or media is purchased. This will allow local staff to prepare for any potential increase in a specific

customer base or any potential increase in requests for a specific service as an outcome of such outreach. It is the responsibility of the local marketing contacts to inform relevant local staff.

- Local RWB marketing contacts will provide advance notice and request input from the Employ Florida brand managers when local or multi-regional campaigns are developed directing customers to the Employ Florida website and/or toll-free number. This will allow state staff to prepare for any potential increase in website or call center traffic as an outcome of such outreach. It is the responsibility of the Employ Florida brand managers to inform relevant state staff.
- Local RWBs will always refer to “membership” when using the Employ Florida logo or name. The proper use is “Member: Employ Florida”, or “a member of the Employ Florida network of workforce services and resources”.

7. Next Steps for the Affiliate Brand: Advancing and Enhancing Employ Florida as an Outreach Tool. The following areas have been identified for focus in FY 2004-2005 by the Marketing Consortium:

- **Expand measurements of the effectiveness of Employ Florida outreach.** A simple way to measure traffic generated by outreach/campaigns is to collect and monitor statistics for the Employ Florida website and the toll free number, 866-FLA-2345. In addition to traffic volume, the origins of most incoming traffic to both the website and the toll-free number can be determined via monthly reports. Determining the number of referrals *from* the toll free number *to* the local level may also be able to be determined via local phone logs. This will allow local staff to measure the value of the Employ Florida outreach in generating leads to their specific areas. It may also provide information useful for local quality control.
- **Continued improvements to the Employ Florida website.** Continued expansion/upgrading of the Employ Florida website content and functionality to include effective messaging and search features that allow customers to research and quickly locate contact information for one-stops and the local RWBs. Continue work toward designating The Employ Florida website the portal for the mandated state job matching service/tool.

- **Research and develop cooperative advertising opportunities for the Employ Florida network and partner agencies.** Expand print and radio ad campaigns to include regional participation by using proven cooperative advertising models.
- **Create standardized collateral.** A simple brochure to promote using Employ Florida as an easy access tool to Florida's local and state workforce services should be created. This and other Employ Florida collateral should allow space for customized local and state level contact information.
- **State-level direct mail campaign.** A direct mail campaign similar to the USDOL – National Business Engagement Consortium's campaign will be researched for the possibility of adapting it to Florida. The UI tax company database may be used for developing a direct mail campaign targeted and staggered by industry sectors that are identified as Florida's targeted industries.