

# Construction Workforce Collaborative

Career Awareness Campaign

April 26, 2018

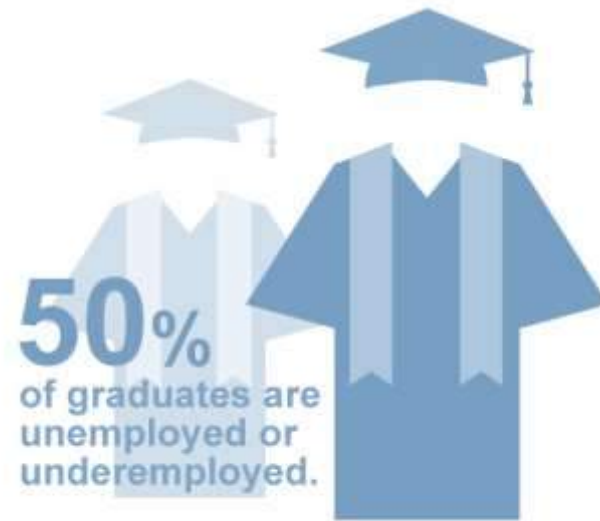
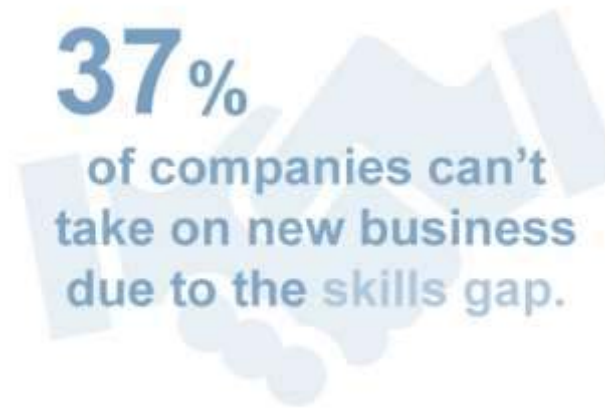
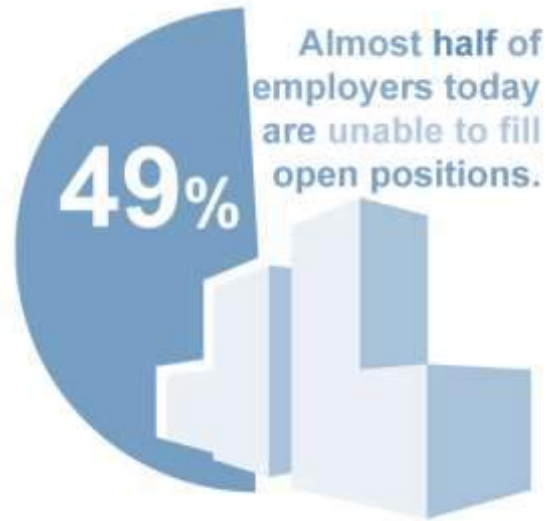


# Agenda

1. Welcome
2. Background and Context
3. Introduce Marketing Agency
4. Discuss Budget and Scalability
5. Ask

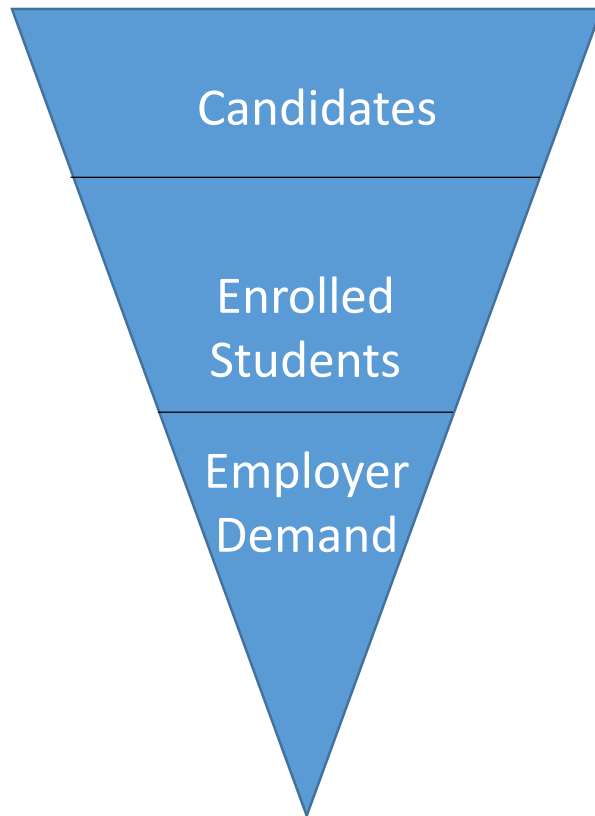


# Workforce – Top concern for businesses

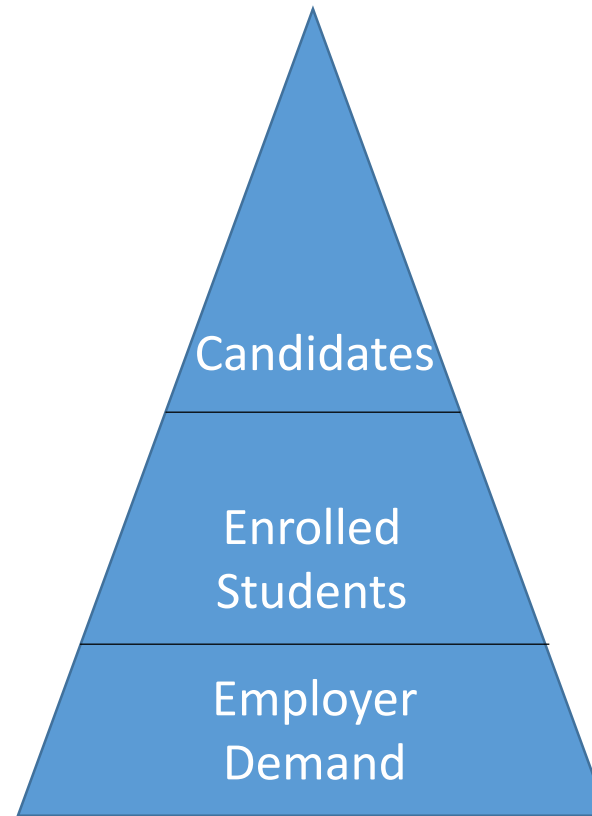


# Construction Talent Pool

**Typical Workforce Pool**



**Construction Workforce Pool**



# Multi-Layered Approach

1. Career Awareness Campaign
2. Educational Alignment
3. Earn While You Learn



# Career Awareness Campaign

## Elements:

- Website
- Social Media
- Videos
- TV / Media
- Billboards
- Targeted Ad Space
- Construction Trades Advocate
- Strategic Events
- Counselor Toolkits
- Newsletter Highlighting Careers and Training



# Career Awareness Campaign

**Goal:** Increase Number of Qualified Applicants in the Construction Trades

**Metrics:**

- # of qualified applicants that chose campaign
- Website traffic
- Social media engagement
- Number of individuals clicking on job opportunities
- Increase # of students enrolling in construction trades training programs



# Why the Chamber?

- Independent Third Party
- Residential and Commercial
- Contractors and Subcontractors
- Wholesalers and Manufacturers
- Home Builders and General Contractors





# Target Participants – **EVERYONE!**


- Residential and Commercial Businesses
- Contractors and Subcontractors
- Wholesalers/Suppliers
- Manufacturers/Rep Agencies
- Home Builders/General Contractors
- Big Box Home Improvement
- Heavy Civil
- Associations



# Partnership Opportunities



Marketing Agency

IDEAS  COLLIDE





# PHOENIX CHAMBER FOUNDATION + CONSTRUCTION WORKFORCE COLLABORATIVE



IDEAS  COLLIDE

# OBJECTIVES.....



# OBJECTIVES



## **ESTABLISH**

Brand + Message



## **ENGAGE & REACH**

Audience : Drive Perception  
Change + Workforce Growth  
Pipeline



## **BUILD A STORY + MOVEMENT**






A photograph of a modern building at night. The building features a large, dark, overhanging roof structure supported by several thick, light-colored stone columns. The ground in front of the building is wet, reflecting the ambient light. The sky is dark blue.

The Role of traditional **branding** is  
to influence behavior.

The difference with a movement is  
to **inspire behavior**.

A photograph of a modern building at night. The building features a large, dark, overhanging roof structure supported by several thick, light-colored stone pillars. The ground in front of the building is wet, reflecting the ambient light. The sky is dark blue.

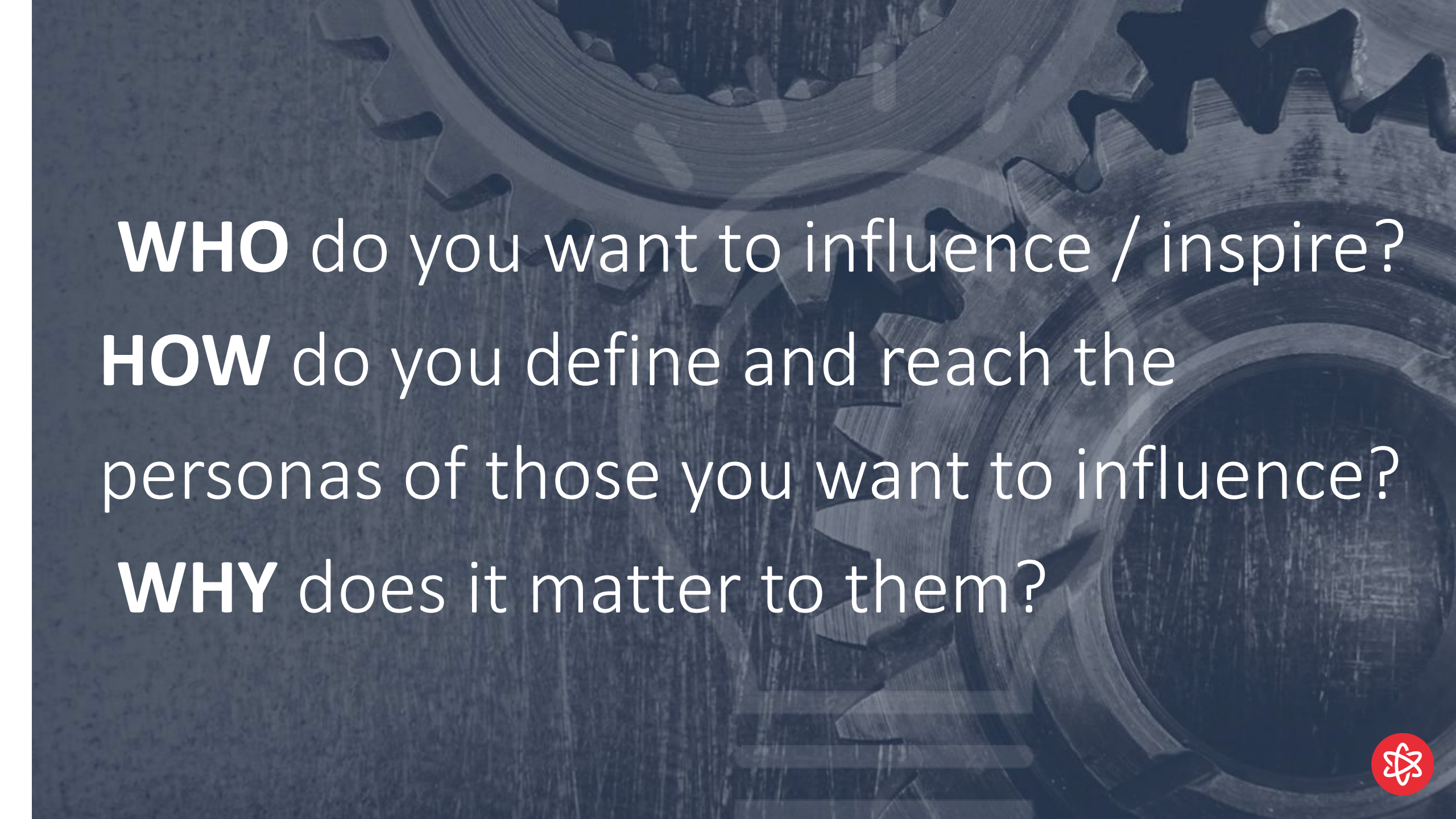
Movements aren't about the product  
conversation...

They are about the **passion** conversation

...

“Brains on Fire” – Igniting Powerful, Sustainable Word of Mouth Movements

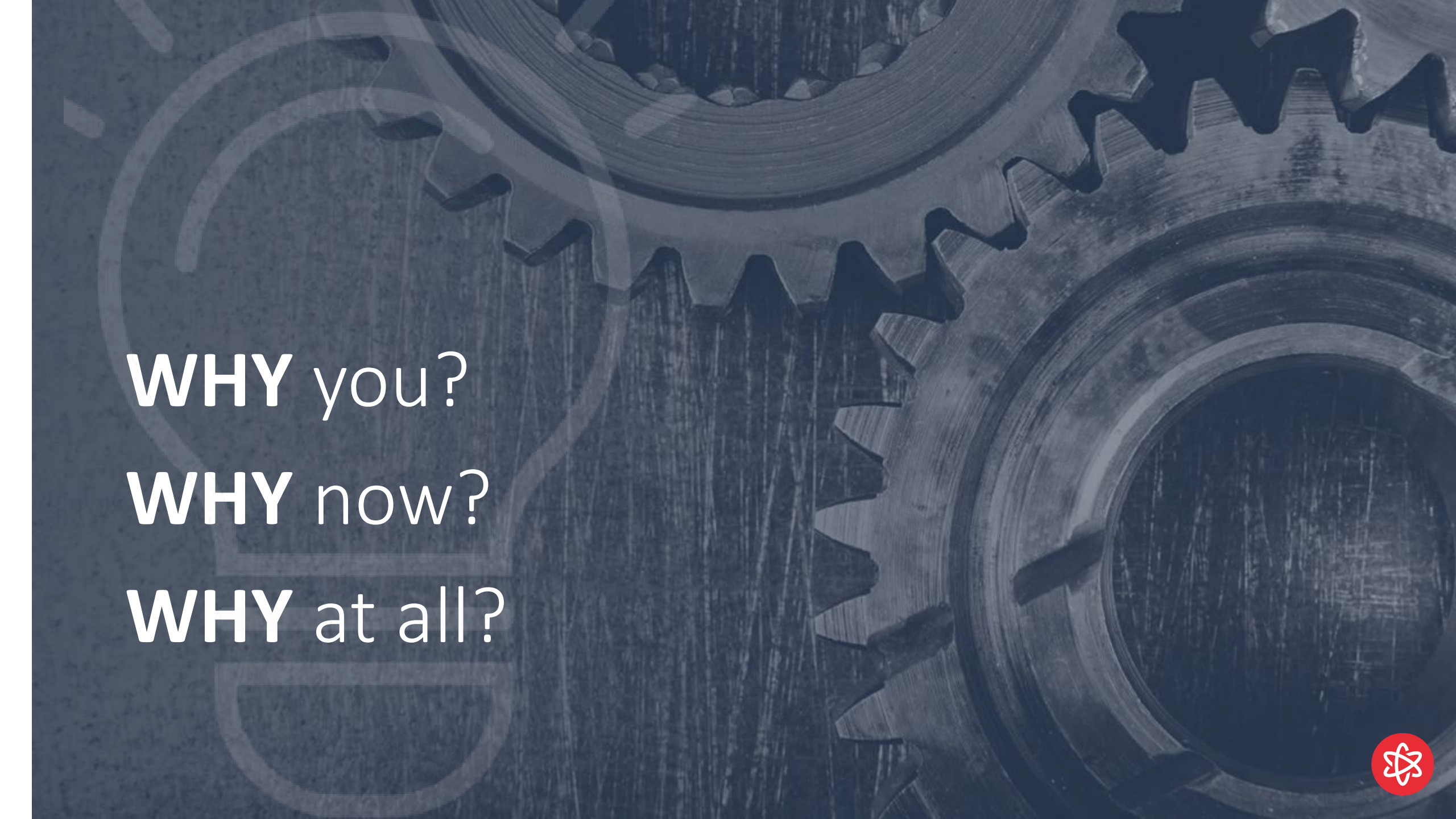


The background of the slide features a dark, blue-toned image of several interlocking mechanical gears. The gears are of different sizes and are arranged in a way that suggests a complex, interconnected system. The lighting is dramatic, with highlights on the teeth of the gears and deep shadows in the recesses, giving the image a textured, industrial feel.

**WHO** do you want to influence / inspire?  
**HOW** do you define and reach the  
personas of those you want to influence?  
**WHY** does it matter to them?







**WHY** you?  
**WHY** now?  
**WHY** at all?



# BUILDING A MOVEMENT.....







# HEART + HEAD ENGAGEMENT.....



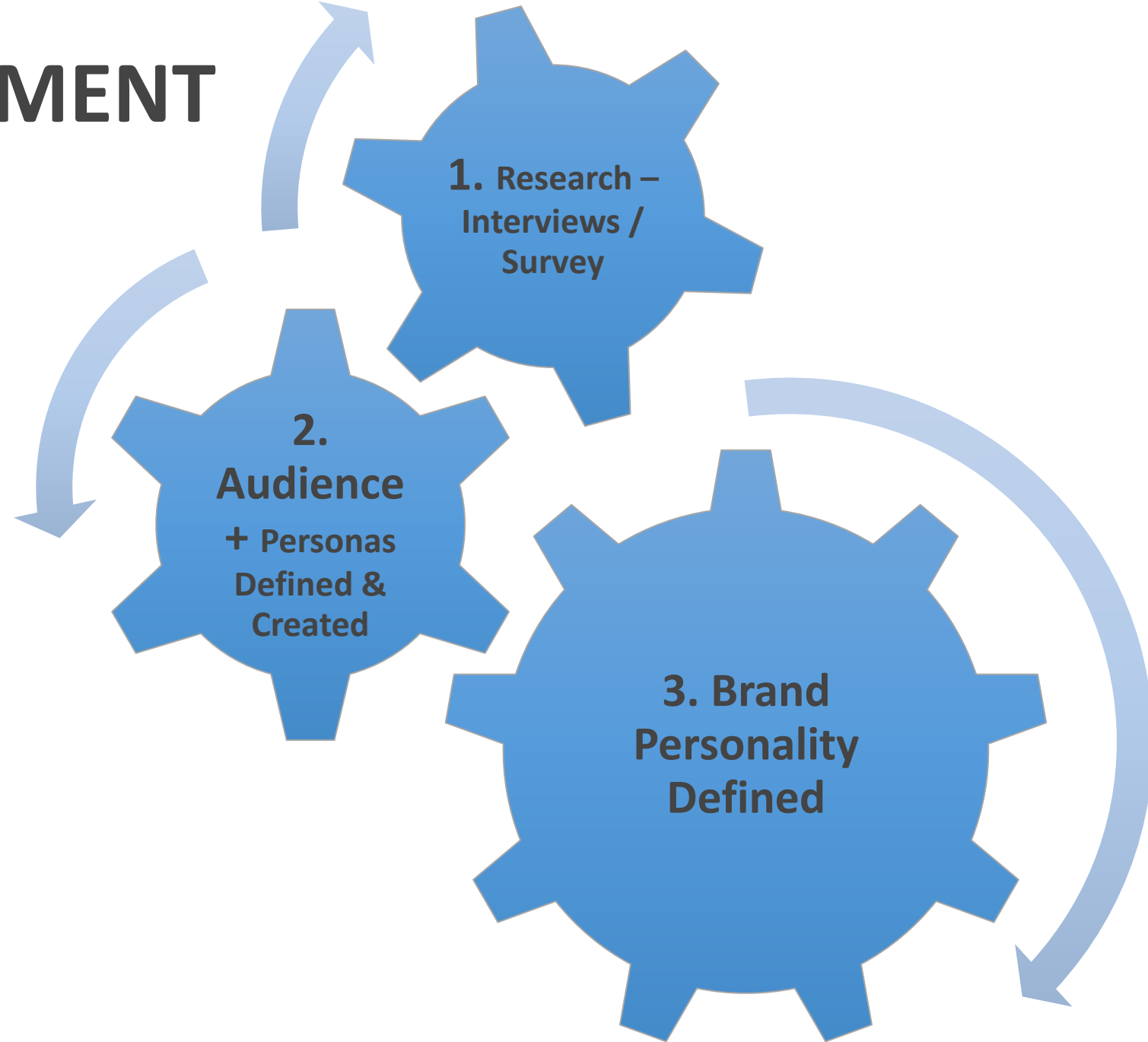


# BRAND DEVELOPMENT PROCESS

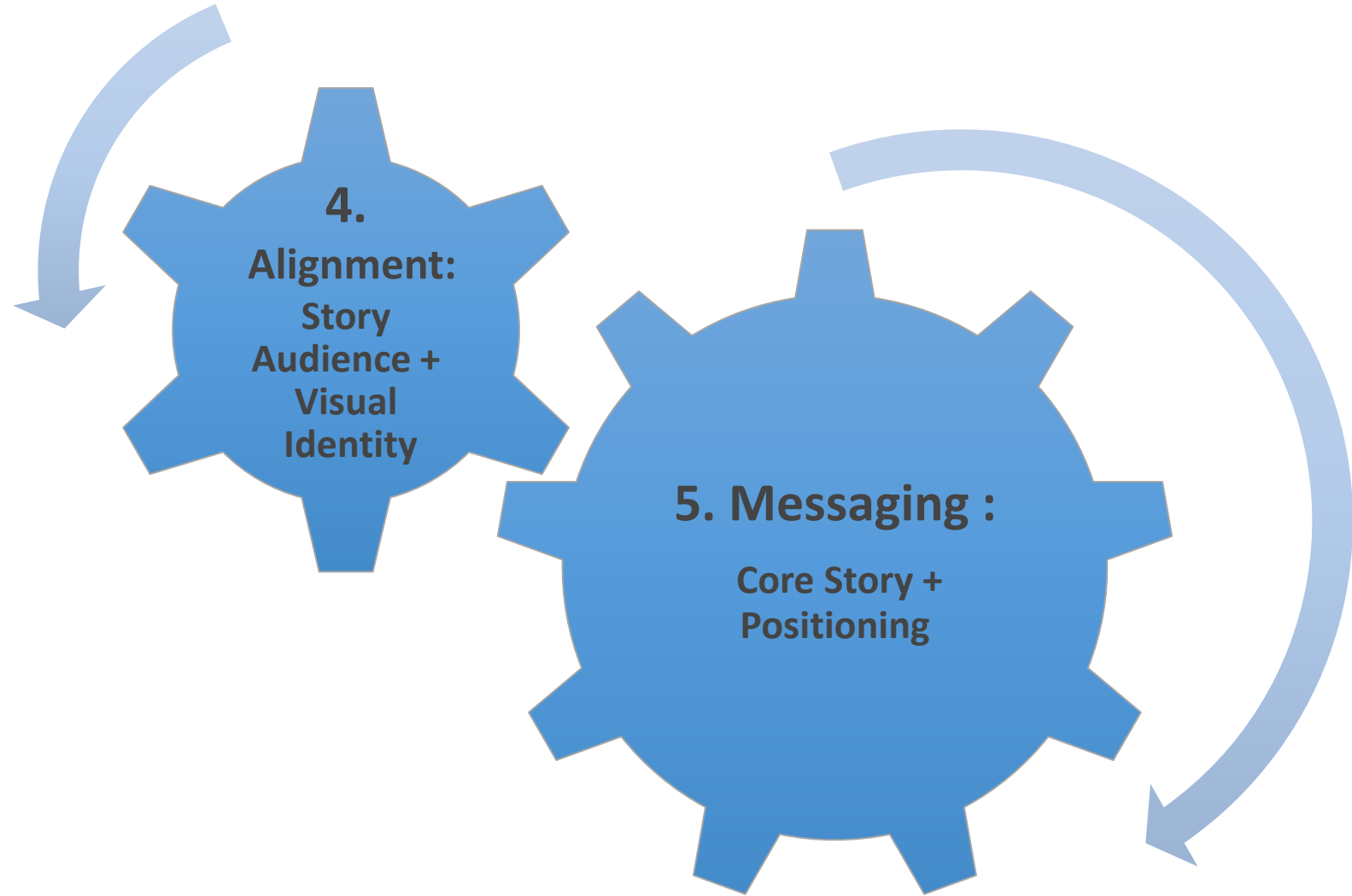
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# DEVELOPMENT PROCESS

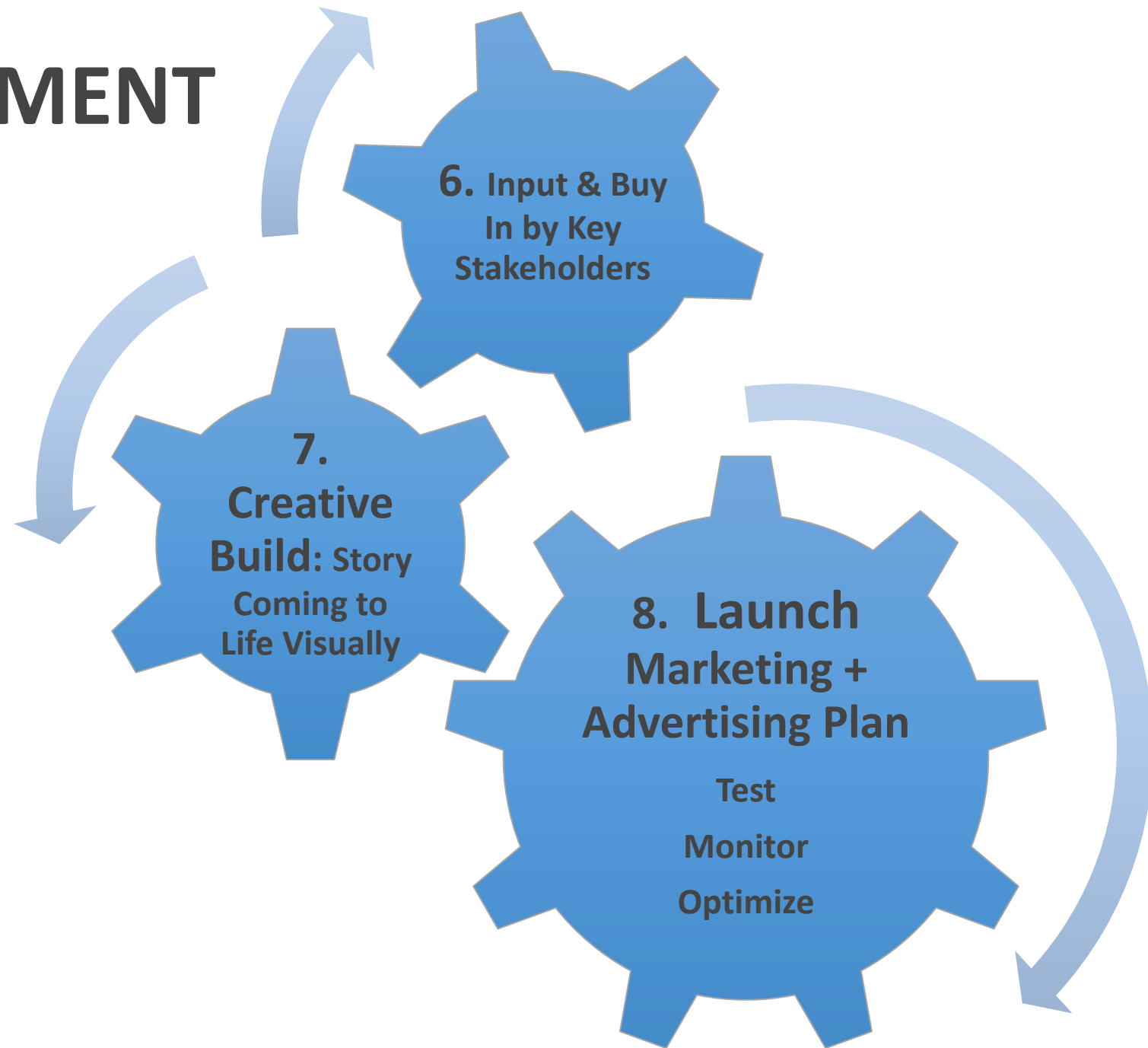


# DEVELOPMENT PROCESS





# DEVELOPMENT PROCESS





# THE STORY TO TELL + SHARE

## Our Check List

- Why This Movement Matters
- Inspire for Action
- Why It Matters to Greater Phoenix Region
- Value + Impact for Future – Careers,  
Families, Livelihood of State / Community



# CHANNELS + HIGH-LEVEL TACTICS

Options | Channels to Create & Tell the Story + Drive to Action



- Content Engagement + Inspiration: Social Media + Chat Messenger + Website
- Interactive portal for candidates and employers to engage
- Advertising campaign to build awareness: billboard + movie theatre + television / YouTube / Hulu



- Targeted digital media for enhanced engagement + influence: social and web ads to reach/influence audience and personas



- Campaign Message + Video : Draw Emotional Appeal
- Templates to Support and Deliver Message Further



# OUR WORK

.....  
Campaigns +  
Movements





# AZ CITIES @ WORK

The League of Arizona's  
Cities & Towns

Logo Design  
Infographics  
Posters  
Iconography  
Digital Banners



# AZ CITIES @WORK



@AZCITIES  
WORK



@AZCITIES  
WORK

ON AVERAGE, CITIES AND TOWNS IN ARIZONA  
spend more than 60 percent of their general fund budget on public safety.

## WATER QUALITY SPECIALISTS

make sure your city's water meets every state  
and federal standard, so you know it's safe.

ARIZONA CITIES WORK.

CITY OF  
SCOTTSDALE

@AZCITIES  
WORK  
azcitieswork.com

## CITY POLICE OFFICERS

keep watch over your communities and ensure  
citizen safety, 24 hours a day, 7 days a week.

YOUR CITY WATCH IT WORK.



CITY OF  
SCOTTSDALE

@AZCITIES  
WORK  
azcitieswork.com



# THE LEAGUE OF ARIZONA'S CITIES & TOWNS

Content  
Design

E-Marketing



THE LONDON BRIDGE IS THE SECOND MOST VISITED TOURIST ATTRACTION IN ARIZONA, BEHIND ONLY THE GRAND CANYON.

**Did You Know This?** Chances are you didn't, but locals do. They also know the best way to spend your state shared revenues – which can account for funding of up to 40 percent of services for your community. Learn more about how we are One Arizona at [azleague.org](http://azleague.org).



# THE LEAGUE OF ARIZONA'S CITIES & TOWNS



League of Arizona  
Cities AND Towns  
ONE ARIZONA

ABOUT THE LEAGUE  
CONTACT YOUR LEGISLATOR  
DIRECTORY CITIES AND TOWNS

ASU STARTED AS TERRITORIAL NORMAL SCHOOL BEFORE IT BECAME ARIZONA STATE UNIVERSITY. Did You Know This? Chances are you didn't, but locals do. They also know the best way to spend your state shared revenues.

75% from dollar all asset to new customer  
20% from dollar all asset to new customer  
10% from dollar all asset to new customer  
10% from dollar all asset to new customer  
20% from dollar all asset to new customer

WHO WE ARE?

STATE SHARED REVENUE





PAUL MITCHELL

**schools**

MENU



HOME



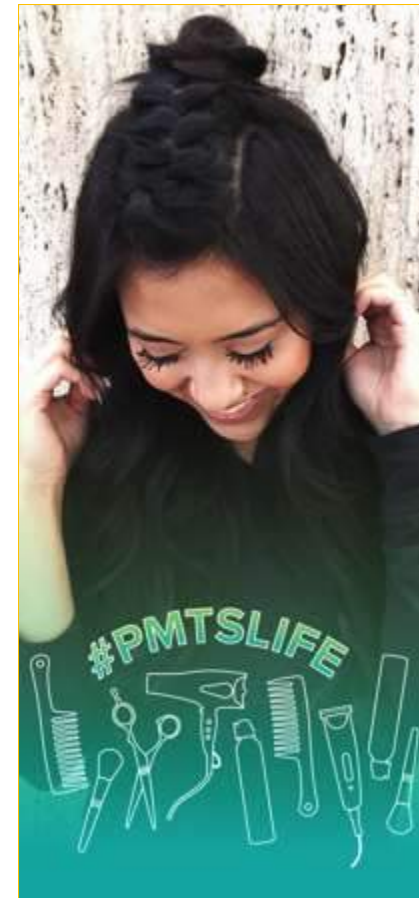
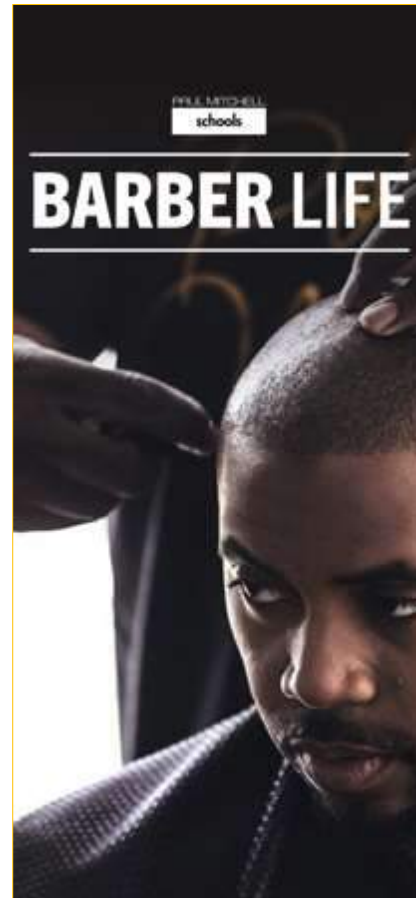
# PAUL MITCH ELL

**BE  
Amazing**

FIND OUT HOW

f t YouTube p i g+ [OUR BLOG](#)

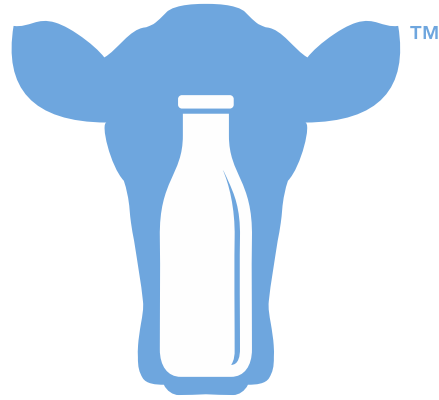
# PAUL MITCHELL BRANDS





# PAUL MITCHELL BRANDS





**DANZEISEN**DAIRY

— *delivered farm fresh.* —

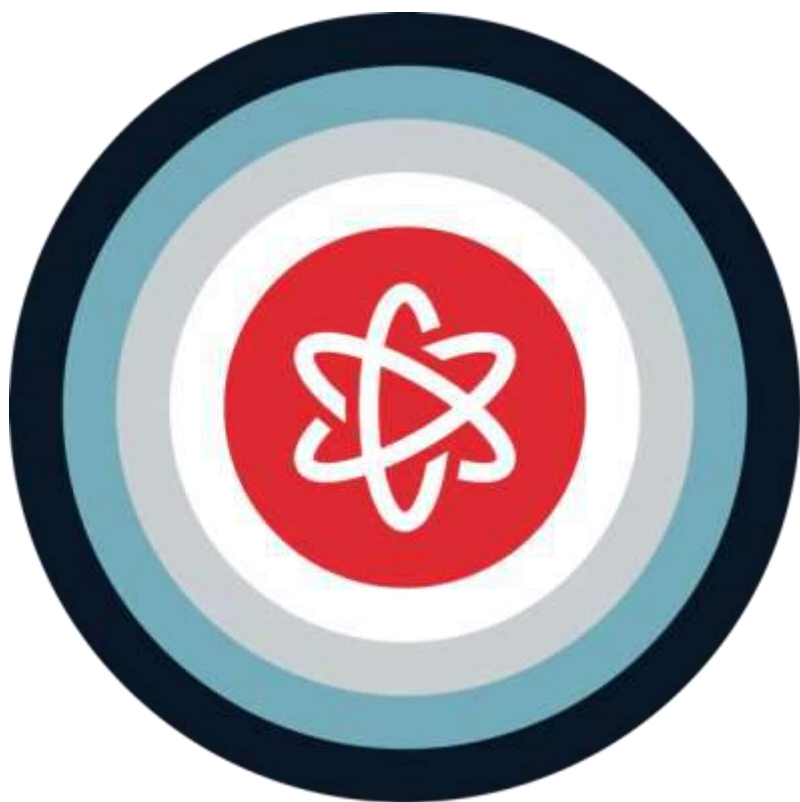
# DANZEISEN DAIRY | IDENTITY + FULL MARKETING





.....  
NEXT STEPS





- DISCOVER +  
DEFINE
- BUILD + TEST
- CREATE +  
DEVELOP
- LAUNCH,  
MONITOR +  
OPTIMIZE

# MAKE A CONNECTI ON



## CONTACTS

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## WHERE TO FIND US

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971.808.0030

## FOLLOW US

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# Marketing and Communications Strategy

## **Minimum Campaign Investment:**

- **Discovery/Audit/Strategy - Brand Personality & Personas**
- **Website**
- **Social Media - Setup and Maintenance**
- **Dedicated Staff - Construction Trades Advocate**
- **Videos**
- **Strategic Event Partnerships – i.e. Construction Career Days**
- **Advertisements – Billboards, TV, Newspaper, Radio, etc.**

**Estimated Cost: \$500,000 per year / 3 years**



# Marketing and Communications Strategy

## **Target Campaign Investment:**

- Discovery/Audit/Strategy - Brand Personality & Personas
- Website
- Social Media - Setup and Maintenance
- Dedicated Staff - Construction Trades Advocate
- Videos
- Advertisements – Billboards, TV, Newspaper, Radio, etc.
- **Targeted Advertising = More Qualified Applicant Pool**
- **Increased Campaign Reach through Increased Ad Placements**

**Estimated Cost: \$1,000,000+ per year / 3 years**



# Marketing and Communications Strategy

## Timeline:

**April – August 2018:** Fundraising

**June – August 2018:** Develop creative (based on minimum investment of \$500,000)

**September 3rd (Labor Day):** Pilot Launch

**January 2019:** Full Launch



# Today's Ask

- **Commit**
- **Recruit Other Companies**
- **Encourage Your Related Associations to Support**

**Join the Movement!**

