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CAMPAIGN INTRODUCTION
City and County of Denver
Talent Acquisition Brand & Campaign

The development of an overarching Talent Acquisition and Employment brand allows the City and County of Denver to attract, recruit, select, hire, and onboard candidates in a consistent and compelling manner. The ultimate goal of implementing a strong brand voice and identity is to help change public perception about working in a government role and to position the City and County of Denver as one of the “Best Places to Work.”

The new Talent Acquisition brand comes to life via the Be a Part of the City that You Love campaign. The campaign collateral contains bold, colorful graphics and condensed content—which work to convey a sense of energy and excitement about the city of Denver. The campaign is designed to be flexible and creative to resonate with various audience segments in a variety of job roles. Our talent brand is our identity and is key to the way we present the City and County of Denver as a top employer in the region.
MESSAGING PLATFORM
Who We Are

It takes an enormous amount of talent, expertise and passion to keep a city as vibrant and dynamic as Denver running and innovating. With more than 11,000 employees, the City and County of Denver team members are Denver’s lifeblood—making a difference in a city that attracts millions of new residents, vacationers and business travelers every year. The unique energy and spirit that draws people to our city begins with the City and County of Denver. Our vast team is made up of individuals who are passionate about making a difference with the work they do every day.

Brand Story

Working for The City and County of Denver comes with bragging rights. Denver is a hotspot for culture, entertainment, business, innovation and fun. To work behind the scenes, as part of the CCD team, provides a truly unique and coveted experience. One that all walks of life—from young professionals to seasoned executives—look to for career growth, personal satisfaction and a source of pride.

Vision

CCD is as desirable a place to work, as the city of Denver is to live.

Brand Tagline

Where Denver Works
MESSAGING PLATFORM

Brand Personality

Proud + Vibrant
Community Oriented + Smart
Professional + Fun

Key Messages

Make a Difference
Working for the City and County of Denver is so much more than a job. It’s a chance to make a difference in your own life and in the lives of people around you.

Create Connections
There’s a true sense of camaraderie here at the City and County of Denver. There’s an amazing connection that happens when people from all walks of life do positive work for the greater good.

Build a Future
Whether you’re just starting out or you’re a more seasoned professional, you can pave the way for the future you want with the City and County of Denver.
# MESSAGING PLATFORM

## Key Messages to Highlight by Target Audience

<table>
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<tr>
<th>New to Workforce</th>
<th>Young Professionals</th>
<th>Established in Career</th>
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<tbody>
<tr>
<td>• Be an integral part one of the best cities in the United States</td>
<td>• Be an integral part one of the best cities in the United States</td>
<td>• Be an integral part one of the best cities in the United States</td>
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<tr>
<td>• Opportunity to build a future (career paths and growth potential)</td>
<td>• Good opportunities for growth</td>
<td>• Career stability and benefits</td>
</tr>
<tr>
<td>• Connection to a thriving city/chance to be a part of something bigger</td>
<td>• Exciting work that makes a difference</td>
<td>• Variety of locations (not just in downtown Denver)</td>
</tr>
<tr>
<td>• Fun, engaging culture</td>
<td>• Benefits and work/life balance</td>
<td>• Camaraderie/building a good network</td>
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**Overall:** Convey a sense of energy and excitement.

**Overall:** Emphasize making a difference and shaping the future of the city.

**Overall:** Focus more on strength and stability.
AUDIENCE & SUPPORTING RESEARCH
CSU Career Fair

Key Takeaways

- Overall awareness of the variety of career paths offered is very low
- There is a positive perception that a job with a government entity would provide stability
- There is a positive perception that a job with CCD would allow for the employee to feel more connected to Denver and be a part of the bigger community

Of the individuals surveyed:

- 41% of students felt that they had a lack of knowledge regarding CCD
- 58% would be open to applying to CCD

Perceptions / Experiences

Positive

- Stability
- Access to resources that can make an impact in the community
- Good retirement plans

Negative

- Not exciting enough
- Slow paced
- Doesn’t want to submit drug tests
- Strict regulations

Details

Date: February 17, 2016
Location: CSU

Audience Info: Day 2 of their all-campus career fair that is split by major. This day included students from communications, business, social services, liberal arts, hospitality/tourism and health/wellness.
SUPPORTING RESEARCH
I. New to Workforce

Government Career Fair

Key Takeaways
- Overall awareness of the variety of career paths offered is low
- Benefits and culture are important
- There is a positive perception that a job with CCD would allow for the employee to feel like working on a small scale could lead to greater overall change

Of the Individuals Surveyed:
- 13% mentioned that a job in city government could allow them to make an impact in their community on a larger scale
- 76% have not worked for a city government entity

Perceptions / Experiences

Positive
- Good benefits
- Holidays off
- Projects that allow employees to get involved in the community
- Allows employees to create positive change
- Stability

Negative
- Long application process with slow replies
- Private sector pays more than public sector
- Underpaid, overworked and unappreciated

Details
- Date: March 1, 2016
- Location: Auraria Campus
- Audience Info: Government Career Day. Recruiters from federal state and local governments were on site to talk about employment opportunities for students.
II. Young Professionals

Opinion Poll/Focus Groups

Key Takeaways

“Young professionals” generally refers to young people in their 20s and 30s who are employed.

OF THE INDIVIDUALS SURVEYED:
- 51 of the 422 job seeker opinion poll respondents fall into this age bracket and are currently employed
- 53% have never previously worked for a city or state government or other municipality
- 46% were very satisfied with the interview process
- 91% would apply for another position
- 60% found out about the job opening on the City and County of Denver website

What attracts these individuals to the City and County of Denver?

- Working for the City (Denver is HUGE for this audience)
- Ability to make an impact
- Benefits
- Community
- Stability
- Work/life balance
- The various job positions
- Career development/advancement in career

“Being a Denver native, I wanted to be part of a team working to make this the best City possible, and I felt the career opportunities at the City aligned with my professional goals.”

“This is my city. I love this city. I live within the city limits and working for the city fits along with all of that.”

“Visited the city while on vacation. Was very impressed with [the City] and their continuing goals to be as inclusive and environmentally conscious as possible. As my family and I are planning to move to Colorado, Denver was my first choice to find employment.”

“I want a career that will allow me to work in human services while also allowing me a work/life balance that I can appreciate. Currently I am in a role that has me chained to my desk with little respect for employees values, lifestyle, or health. I have been living with a city employee and he has encouraged me to apply.”
Opinion Poll/Focus Groups

Advantages of working for the government

- Good benefits
- Job security
- Community
- Pay
- Working for the City
- Flexibility
- Opportunity

“Interesting work, great co-workers, the opportunity to help the city you live in and career growth.”

“Feel like you assist in the growth and accomplishments of the city. If someone brags or raves about Denver it’s because of the work you do maybe.”

“I believe the city government is a wonderful organization. They compensate fairly and have amazing benefit offerings. I believe another advantage of working for the city is the pride I would take in my role helping the government run smoothly as an organization.”

“Good connections within the community and opportunity for advancement.”
SUPPORTING RESEARCH
III. Established in Career

Opinion Poll/Focus Groups

Key Takeaways

We are considering anyone who is “established in their career” is over the age of 30 and currently employed.

OF THE INDIVIDUALS SURVEYED:

- **194 of the 422** job seeker opinion poll respondents fall into this age bracket
- **43%** have never previously worked for a city or state government or other municipality
- **One-third** of individuals were somewhat satisfied with the interview process (less than young professionals)
- **85%** would apply for another position (less than young professionals)
- **52%** found out about the job opening on the City and County of Denver website

What attracts these individuals to the City and County of Denver?

- Pay
- Working for the city
- Cutting edge
- Opportunity
- Stability
- Quality of life

“Large employer with strong local presence and impact in the community.”

“The Mile High City is now rated as the best city to live in the US. Having the opportunity to work and contribute directly to the people of Denver was definitely the main attraction for me.”

“Stable work and regular hours.”

“The opportunity to be of service to the community, security, improvement, and to make a difference.”
Opinion Poll/Focus Groups

Advantages of working for the government

- Serving the public
- Improve the city
- Work/life balance
- Job security
- Chance to help people
- Pension
- Good pay
- Benefits
- Career advancement

“Making Denver a better place to live.”
“Helping the community I live in, and hopefully some job stability.”
“Long term career. Ability to make an impact in the city.”
“Stability, greater connection between self and society, better engagement within the community, greater understanding of the public process.”
CAMPAIGN CONCEPT & CREATIVE
CAMPAIGN CONCEPT & CREATIVE

Be A Part

The main focus of this concept is highlighting the love that people have for the city and having the chance to be a part of that.

Emphasizes that Denver is an “it” city and this is an exciting opportunity to be a part of that.

The photography or artwork within the concept will feature various well known Denver icons/points of interest where CCD employees work and lesser known opportunities to help build awareness.

Instills a sense of pride for existing employees, while educating the audience about the variety of work that CCD does to keep Denver the amazing city that everyone loves.
CAMPAIGN CONCEPT & CREATIVE

Audience Posters

OVERARCHING

ESTABLISHED IN CAREER

NEW TO WORKFORCE (VERSION 1)

YOUNG PROFESSIONALS

NEW TO WORKFORCE (VERSION 2)
Interview Posters

“The rewarding energy and being able to mentor youth has such an impact on me and it’s what made me become a part of the city to make a difference in the lives of children.”

“We would describe our coworkers as natural born leaders and change agents. They really care about the city, their jobs, their employees, and most of all they are invested in making this a world-class city where everybody matters.”

“We are entrusted with defining Denver’s future. Public trust is a really big part of our jobs. I think that is an important job for us to take seriously and to always remember who we are serving, the people who work, live, and play in Denver.”

“I love the beauty of our city’s parks and to keep those safe for the general public and give them a place to recreate is always a real treat for me. And you get to play with chainsaws.”

“You will make a difference. In some fashion working for the City and County of Denver you will make a difference... someone is going to be better off for the job that you have done.”

“The fact that I am making an impact on the city that I live in is what drives me really, that is the sense of pride and accomplishment that I get when I see a project coming to life.”
CAMPAIGN STYLE GUIDE

Typography
Main headlines should be set using two separate typefaces, with the smaller/intro portion of the headline set in Vitesse, and the larger/main point of emphasis set in Forza. Any CTA or additional copy should be set in the CCD brand font ITC Franklin Gothic.

VITESSE BLACK
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

FORZA BLACK
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ITC FRANKLIN GOTHIC BOOK
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Colors
Approved colors for the campaign are pulled from the existing CCD brand colors. At least one “primary” color should be paired with one other color from any tier palette. See the CCD brand guide for color values.

PRIMARY

SECONDARY

TERTIARY

Photography
Imagery should be people-centric, not overly busy, and engaging. When selecting photos, look for interesting angles and areas in which a large headline can be placed to balance the central person/people.

Edited Photo
The main headline should be able to create a sense of depth in the photo without becoming illegible. Two colors are applied to create a bold and captivating visual.

Hashtag
The hashtag #WhereDenverWorks should always be set in Vitesse Black

#WhereDenverWorks

Other Visuals
One-color photo overlays in CCD brand colors and thick rules/lines paired with white blocks are other campaign elements that can be utilized throughout creative.