



THE BUILDING OF A BRAND.

- (1) Setting goals, vision and tone.
- (2) Strategy for implementation.
- (3) Materials, look and message.
- (4) Tracking results.

SETTING GOALS.

- (1) Who is your primary audience?
- (2) What are your success factors?
- (3) What internal constituents exist?
- (4) What are your proof points?
- (5) The written plan is critical.

NEVADA JOBCONNECT.

- (1) Started with research - where are we now?
- (2) Direction from our board - businesses are key.
- (3) Research helped identify challenges/opportunities.
- (4) Tactics built based on research and board direction.

KEYS TO A SUCCESSFUL BRAND.

- (1) Consistency leads to credibility in communication.
- (2) Develop a reputation.
- (3) Speak to your target efficiently.
- (4) Multiple tactics will result in stronger brand.
- (5) A brand is an investment - not a quick fix.

STRATEGY FOR IMPLEMENTATION.

(1) Focus on business.

- Develop reputation - public and media relations.
- Borrow a reputation - testimonials.
- Speak to businesses on their terms.
- Go direct to businesses.

(2) Cover the state.

- Include rural constituents.
- Localize the message.
- Assure an easy touch point.

(3) Don't forget to communicate with the internal team.

TACTICS FOR IMPLEMENTATION.

Advertising.

- Television - First, Second and Fourth Quarters.
- Print - business and local sections, rural and urban.
- Ethnic/Minority - radio and print.
- Direct Marketing - mail campaign to businesses.

Earned Media.

- Quarterly feature stories, DRIP stories.
- Resource for media.

Corporate Partners.

- Nevada State Bank.

Materials, Look and Message.

(1) Speak to businesses.

(2) Gain credibility.

(3) Develop consistency.

WE'LL IMPROVE THE ODDS OF YOUR BUSINESS SUCCEEDING IN NEVADA.

job placement

online recruitment

training

labor market information

→| As a business person, every decision you make, every day, is an important one. Your success, and the success of your employees, depends on your vision. That's why we're here to help. Our labor market information provides you with critical information you need, when you need it. Economic forecasts, information on labor trends and activity, statistics on employment, information on business, and suggestions to support your growth.

And, the best part is, it's a fantastic investment. All of this information and insight is absolutely free of charge.

So visit us online today at www.nevadajobconnect.com, or call us at 702.651.2600 and we will be happy to assist you.



A proud member of America's Workforce Network.

→| PRINT AD CAMPAIGN

WE HELPED LOWE'S® BUILD THE TEAM THAT'S HELPING BUILD NEVADA.

job placement

online recruitment

training

labor market information

→| For several years now, Nevada has been one of the hottest housing markets in America. So it seemed only natural that Lowe's Home Improvement Warehouse would build several of their superstores here. The only problem was, filling more than 100 very diverse positions to open the stores in a matter of weeks. So they came to us.

We not only helped them with recruitment, we also handled screening, testing, placement, and training. We did what we do best, so Lowe's Home Improvement Warehouse could concentrate on what they do best: Helping people with their building and remodeling projects.

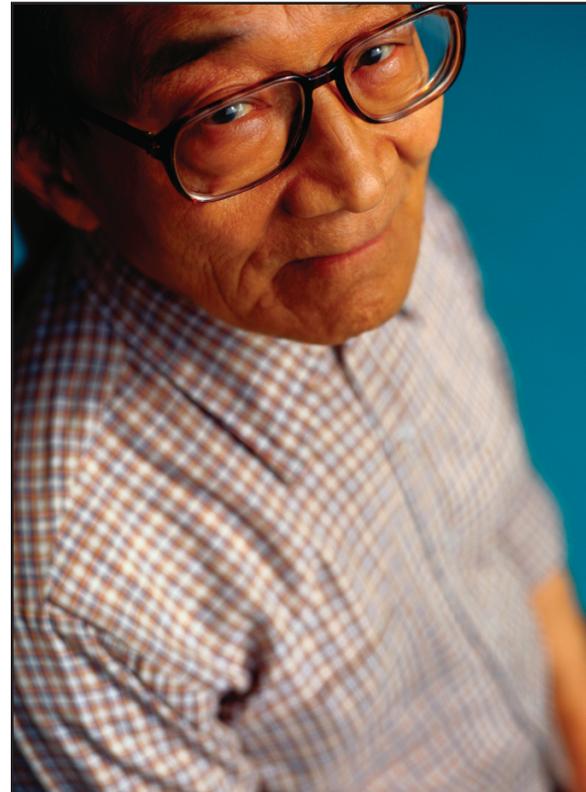
Whether your company needs to fill one job or one thousand jobs, give us a call. Our services are free, and easy to use. So call us at 702.651.2600, or visit us online at www.nevadajobconnect.com.



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→| PRINT AD CAMPAIGN

→I POINT OF SERVICE.



NEED LANGUAGE ASSISTANCE?

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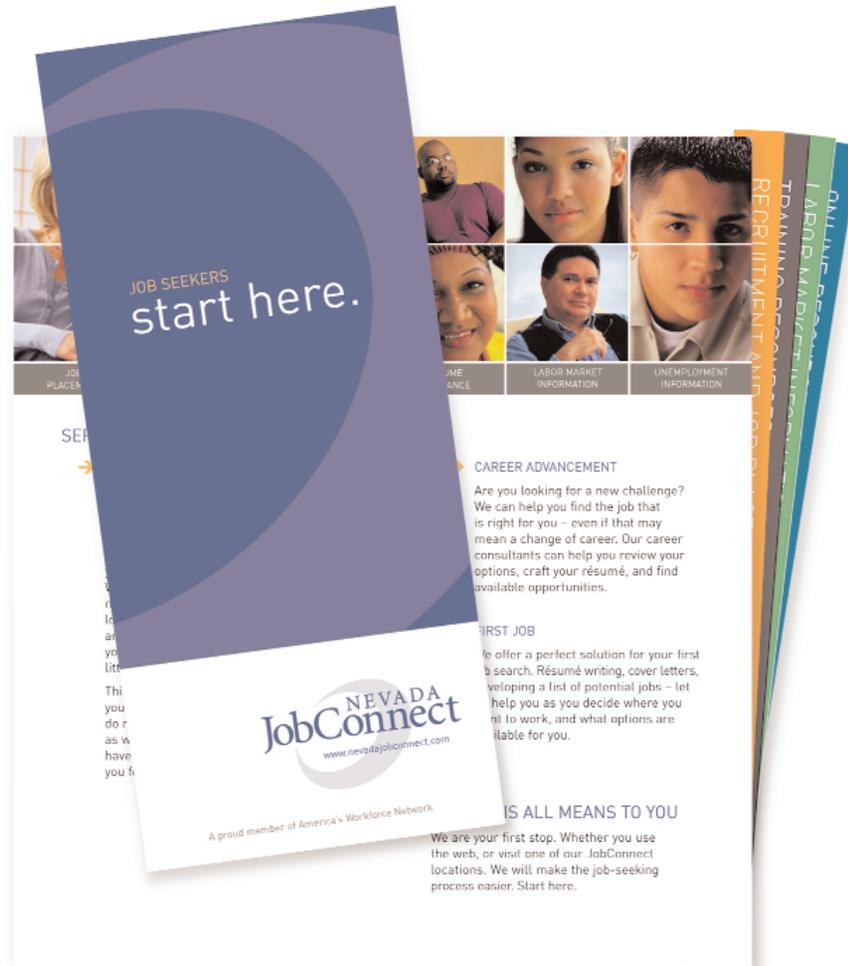
NEED RESUME ASSISTANCE?

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→ POINT OF SERVICE.



→| COLLATERAL MATERIALS: JOB SEEKERS.



What is Nevada JobConnect?

Nevada JobConnect is a workforce system created to meet the needs of businesses and job seekers - the first time. The system serves as the primary connection in bringing together businesses with positions to fill and qualified job seekers. The system provides current job market, job training and career information.

[More About Nevada JobConnect](#)

Welcome, What Brings You Here Today?

Featured Link
[Labor Market Information](#)

▶ **Business & Employers**

Need employees, job market information or individualized account services?

▶ **Job Seekers & Employees**

Need a job, training or career information?

▶ **Training Providers**

Need information about training providers or educational institutions?

▶ **Workforce Partners**

Need information about state and local workforce investment boards and Nevada JobConnect partners?

▶ **Researchers & Policy Makers**

Need laws and regulations governing workforce development or reports and publications?



→ | WEBSITE

TRACKING RESULTS.

- (1) Website as a touch point.
- (2) Recognition among businesses at one year.
- (3) Usage of Nevada JobConnect.

THE NEVADA JOBCONNECT WEBSITE
RECEIVED OVER 7-MILLION HITS IN
2003, REPRESENTING OVER 400,000
UNIQUE VISITORS.

WE CURRENTLY AVERAGE OVER 25,000
HITS EACH BUSINESS DAY.

WE HAVE RECEIVED OVER 175 MINUTES
OF ELECTRONIC MEDIA COVERAGE AND
HAVE HAD OVER 85 PRINT MEDIA STORIES
PUBLISHED SINCE OUR LAUNCH.



→| MEDIA COVERAGE