



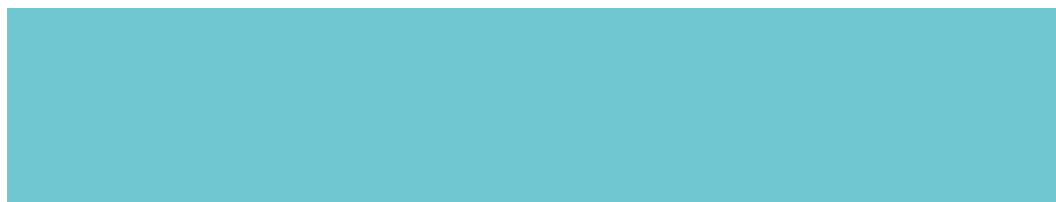
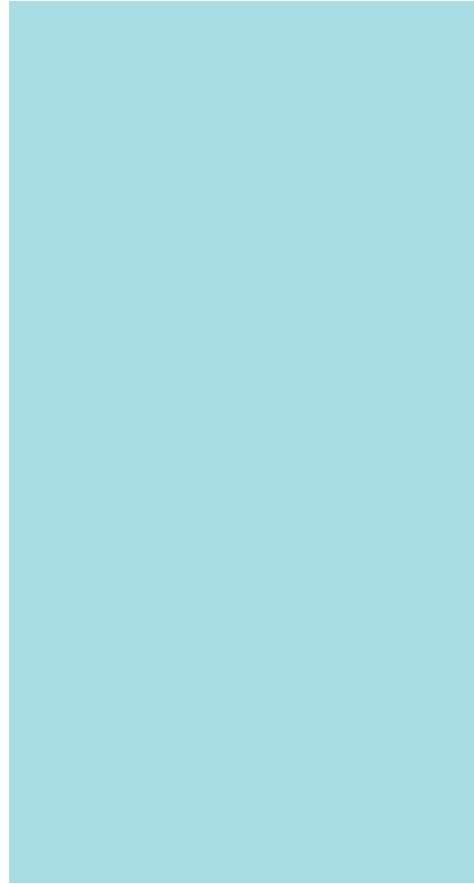
Greater Wichita  
Partnership

# A TALENT ATTRACTION STRATEGY FOR GREATER WICHITA

A Marketing Blueprint to Elevate Wichita as a  
Top Location to Work and Live



Submitted by  
Development Counsellors International  
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## EXECUTIVE SUMMARY

In spring of 2018, the Greater Wichita Partnership engaged with Development Counsellors International (DCI), a New York-based marketing firm that specializes in economic development, talent attraction and tourism marketing, to develop a marketing blueprint to attract talent to the region. Rooted in research, this blueprint will serve as a guide for the next several years and focuses on driving traffic to the Partnership's new talent website, engaging with employers and local influencers, and building third-party credibility. The following recaps six months of focused work from March 5 – September 7, 2018.

### Research and Discovery

To conduct a 360-degree assessment of Wichita's offerings, DCI began by taking an intensive look at your "product" and what the region offers from a talent attraction standpoint. Elements of the research and discovery phase included:

- **Immersion Tour:** DCI conducted two days of meetings, tours and focus groups with more than 60 stakeholders, partners, regional leaders, local employers and talent.
- **Target Market Research:** We identified four target markets that are "best bet" locations for Wichita to draw talent from. Target markets include:
  - Dallas-Fort Worth, TX
  - Kansas City, MO
  - Los Angeles, CA
  - Oklahoma City, OK
- **Target Talent Perception Surveys:** DCI conducted an online survey of 250 residents in each identified target market (for a total of 1,000 responses) to gauge potential talent's current perceptions of Wichita.
- **Review of Existing Research and Marketing Materials:** We reviewed the Chung Report, marketing and strategic planning materials, previous talent research, previous Wichita brand research and more.

For the purposes of this blueprint, we refer to the greater Wichita region as simply Wichita.

- **National Talent Research:** We took into account two national studies conducted by DCI, including “Talent Wars: What People Look for in Jobs and Locations” (2017) – a survey of working individuals across the country, and “Go Fish: How to Reel in Tomorrow’s Talent” (2018) – which looked at what influences career and location decisions for the rapidly growing workforce segment of millennials and Gen Z.
- **SWOT Analysis:** Synthesizing existing and new research, as well as on-the-ground findings from our immersion tour, DCI developed a concise analysis of the region’s strengths, weaknesses, threats and opportunities (SWOT).

### **Target Audience**

In today's day and age, the term “talent” is used by companies and communities to describe human capital in-need. DCI believes the best way to think of talent is simply just as “people” – which means talent attraction marketing is B2C. At the end of the day it's *people* who make the decisions on jobs and locations. We recommend that the Partnership focus on the following target audiences:

#### **Internal Audience (local/regional)**

- Company HR executives/recruiters
- “Influencers” in the relocation process, such as real estate agents, local businesses and educators
- Private and public sector leaders
- Students attending Wichita colleges and universities
- Current residents

#### **External Audience (outside the region)**

- Prospective “boomerangs” (those who previously lived in Wichita, but moved away)
- Prospective talent in target markets and target industries

## Brand Strategy

Once the foundation was in place, DCI developed the brand strategy, which included the following elements:

- **Brand Voice:** Based on the brand archetype developed by the Partnership, DCI developed an aspirational brand voice that the Partnership is working to fine-tune with Howerton+White (H+W). The brand voice should be reflected in talent attraction marketing efforts moving forward.
- **Key Messages:** DCI developed a set of key messages to serve as an “elevator speech” on the top reasons why Wichita is a great place to live, work and thrive.
- **Tagline:** DCI presented 10 tagline options and held an interactive brainstorm between the Partnership and H+W, where we came up with dozens of additional ideas. The Partnership and H+W are working to finalize the tagline this fall.

## Marketing Blueprint

DCI developed a marketing strategy to highlight the strengths of Wichita as a place to live and work, while addressing the threats, capitalizing on the opportunities and countering the region’s perceived weaknesses. Each marketing tactic we recommended is either an innovative new idea, or a strategic best practice. Our recommendations break down into the following categories:

- Engagement with Local Employers and Influencers
- Talent Marketing Collateral
- Talent Attraction Website
- Social Media
- Paid Media
- Student Marketing
- Ambassadors Program
- Public Relations