



SOUTH DAKOTA DEPARTMENT OF HUMAN SERVICES

Ability for Hire Campaign



THE CHALLENGE

While South Dakota ranked within the top five states for employment of people with disabilities, there was still a large employment gap between people with and without disabilities that needed to be filled.



THE GOAL

Build on forward momentum to narrow the employment gap for working-age adults with disabilities and grow awareness among community business owners and the public.



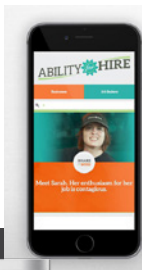
THE IDEA

Ability for Hire's campaign brand was three-fold—do the work to convince the state's business owners of the benefits of hiring people with disabilities, spread awareness of the gap to the general population so they could help encourage and keep employers accountable and help employment seekers find quality, fulfilling work in the state by connecting them with the right steps to employment.

The messaging emphasized deeply personal success stories, indisputable statistics about quality and

consistency of work and busting the myths surrounding people with disabilities as a population.

A campaign website was built with a dual entry point that catered to the three key audiences. The general public was encouraged to use its vocal passion for friends and neighbors to "Share the Word" by applying pressure to businesses to support the message. Employment seekers were connected with resources for securing regular work while business owners were empowered with tools and best practices for improving their hiring and bettering their output by seriously considering candidates with disabilities.



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THE RESULTS

WITHIN FIRST TWO YEARS...

- State moved from No. 3 to No. 1 rank for disability employment nationwide
- 47% higher SD employment rate than nationwide
- 1.7 million Facebook impressions clocked
- 161,000 social video views garnered
- 4,300 Facebook likes gained—average 7.6 per day



Epicosity, headquartered in Sioux Falls, South Dakota, is a full service marketing agency specializing in branding, advertising, web development, public relations, video production and social media with expertise in the shooting, hunting and outdoor industry, education, healthcare, agriculture, financial and manufacturing.

LET'S TALK!

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