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Enterprise Florida Launches “Florida - The Future is Here” Branding Campaign

Friday, January 29, 2016

New marketing brand’s first creative campaign touts Florida’s “Boundless” Opportunities for Business

TALLAHASSEE, Fla. (Jan. 29, 2016) – Enterprise Florida (EF1), the principal economic development organization for the state, announced today the launch of a new global branding initiative. The new branding campaign, “Florida – The Future is Here,” targets national and international business decision makers, site consultants and existing Florida business leaders and residents.

In the highly competitive environment of economic development, the new identity serves as a call to action to business leaders interested in starting, growing or relocating their businesses in Florida, and instills a sense of pride in what the state offers to existing business owners and residents.

Reflecting Florida’s strength as a home for business, “Florida – The Future is Here” encourages people to see the state in a new and more realistic way through stories and imagery that debunk preconceived views. Florida is optimistic, innovative, original and imaginative with world-class infrastructure, global access and a highly educated workforce. This reinforces Florida as a place for growth and inspiration, demonstrating that the future is now and the future is in Florida.

“Florida is the best state in the nation to do business,” said Bill Johnson, Florida Secretary of Commerce and president & CEO of EFI. “The state has a great business story and this campaign will allow us to tell that story in a way Florida never has. We are excited to share the state’s competitive advantages and let business leaders and decision makers around the world know that the future of business is in Florida.”

To tell the Florida story, EFI has launched the brand’s first creative campaign – “Boundless” – setting the overarching theme that Florida is home to the resources and attitudes that businesses need to flourish. Through imagery of Florida’s key assets, the campaign brings just a few of the infinite opportunities to the forefront. Other campaign design elements reflect boundless optimism, potential, freedom and possibility.

The branding effort, developed by Jacksonville-based St. John & Partners, will be introduced to audiences in state, nationally and internationally through an omni-channel marketing and public relations platform. The \$10 million advertising campaign is set to run in national and international print, online, television and radio outlets.

The first campaign advertisements begin running today using various out-of-home elements in key Florida markets with plans for expansion beyond the state in spring. The launch package is accompanied by a new microsite, FloridaTheFutureisHere.com, with brand details and campaign creative and multimedia components, as well as storytelling, public relations, social media and special event elements.

Added Jeff McCurry, president and chief operating officer of St. John & Partners, “Our team has worked closely with the staff and partners of Enterprise Florida to lay the groundwork for this branding effort – a platform that reflects the rational and emotional aspects of site selection. We look forward to telling the detailed story of Florida’s readiness for, and commitment to, business growth across a range of marketing channels reaching domestic and international audiences.”

About Enterprise Florida

[Enterprise Florida, Inc. \(EFI\)](http://EnterpriseFlorida.com) is a partnership between Florida’s businesses and government leaders and is the principal economic development organization for Florida. EFI facilitates job growth for Florida businesses through recruitment and retention, international trade and exporting, promotion of sporting events, and capital funding programs to assist small and minority businesses.

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