

EPICOSITY HELPS SOUTH DAKOTA RANK #1 FOR DISABILITY EMPLOYMENT NATIONWIDE

Ability for Hire Campaign



THE CHALLENGE

People with disabilities can face an uphill battle when it comes to finding quality, fulfilling work. While South Dakota was already ranked within the top five states for disability employment, there was still much work to be done.



THE GOAL

Working with the South Dakota Department of Human Services, we set our sights on the prize – making South Dakota #1 in disability employment nationwide.



THE IDEA

The Ability for Hire campaign is all about empowerment – for people with disabilities AND the businesses who hire them. The campaign includes a diverse mix of traditional TV, radio and print – along with an info-packed new website, online videos, monthly blogs and numerous social posts.



THE RESULTS

Within two years, South Dakota ranked #1 for disability employment nationwide. That's 16 percentage points higher than the national average! To date, Ability for Hire has generated:

- 1.7 million Facebook impressions
- 161,000 social video views
- 4,300 Facebook likes — an average of 7.6 per day

