



Objectives

- Increase awareness and Internet buzz of Ontario Public Service (OPS) real world job opportunities via an interactive Second Life initiative.
- Create a “journey” experience, targeting all potential OPS job applicants.
- Provide an informational “day-in-the-life” interaction for “career tourists” exploring available job opportunities.

Solutions

- Moderne Interactive launched OPS Careers Island in Second Life in Spring 2008.
- 4 Interactive job simulations were developed to allow visitors to experience OPS Career Roles.
- A Live Event featured real world OPS Personnel to answer OPS Career questions for SL residents.
- 18 Ontario Career Streams were highlighted – from fire-fighting to healthcare and IT!
- Complete Media and Marketing support with Brand Ambassadors and Word of Mouth Agents.



Results

- OPS Careers attracted nearly 4,000 unique visits over its first 12 weeks, with an average interaction time of 17.5 Minutes.
- OPS received 4.4 Million impressions via the Second Life presence, with the associated media and marketing program, via numerous press mentions, and through object distribution.
- Distributed nearly 10,000 Ontario Public Service Careers branded objects.
- Received an overwhelming amount of positive feedback from visitors, government, and media.

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