

STATEWIDE CONSUMER AWARENESS CAMPAIGN

Protect yourself. Hire only licensed contractors.

Legislation

In 2019, legislation was passed directing the Department of Labor and Industry (DLI) to conduct a statewide consumer awareness campaign highlighting the importance of hiring licensed contractors and the consequences of hiring unlicensed contractors. DLI was authorized to spend up to \$500,000 from the [Contractor Recovery Fund](#) to conduct the campaign in fiscal years 2020 and 2021.

Campaign overview

DLI's Construction Codes and Licensing Division hired a marketing firm in September 2020 and launched a statewide consumer awareness campaign in March 2021. The goal was to educate Minnesotans about the importance of hiring licensed contractors. In 2021, the campaign included ads in newspapers and on billboards, commercials on radio, search engine ads via Google and Bing, online ads and paid social media on platforms such as Facebook and Instagram. DLI will continue promoting the message using similar media strategies through September 2022.



Hire only licensed contractors

The campaign's theme is to hire only licensed contractors, which will ensure consumers have financial protection through DLI's Contractor Recovery Fund. The fund reimburses homeowners who suffer financial losses as a result of a licensed contractor's misconduct.

Media mix

DLI created hirelicensedmn.com for the campaign. To date, the website has had more than 36,000 visits.

During April through August 2021, 11 billboards were placed across greater Minnesota to reach regional audiences in Bemidji, Grand Rapids, Detroit Lakes, Brainerd, Duluth, Sauk Centre, Little Falls, Hinckley, St. Cloud, New Ulm and Worthington.

Ads ran on 98 radio stations and in 210 newspapers across greater Minnesota.

Digital, paid social media and Google search ads targeted consumers throughout Minnesota. The media budget was spent on:

- Billboards – 41%
- Digital – 11%
- Radio – 21%
- Paid social – 8%
- Print ads – 16%
- Paid Google search – 3%

Campaign overview with graphics and content

View statewide consumer outreach campaign summary 2021 at

https://www.flipsnack.com/modkhoo/mnli_report050121-updated.html.

Protect yourself. Hire licensed.

Make sure your next home project is done right the first time. Protect your investment by ensuring your contractor is licensed.

Verify a license at www.hirelicensedmn.com
Or call 651-284-5069.

HIRE LICENSED CONTRACTORS

DEPARTMENT OF
LABOR AND INDUSTRY
CONSTRUCTION CODES AND LICENSING

Best performing paid social media ads



115,474 impressions



107,980 impressions



98,056 impressions

Impressions: The number of times an instance of an ad is on screen for the first time.

Best performing Google search ad headlines

Ad · dli.mn.gov/hirelicensedmn

Don't be misled. | MN contractor license lookup

Verify your contractor is licensed at the Minnesota Dept. of Labor and Industry website. Don't let an unlicensed contractor ruin a great project.

160,113 impressions

Ad · dli.mn.gov/hirelicensedmn

Protect yourself. | MN contractor license lookup

Verify your contractor is licensed at the Minnesota Dept. of Labor and Industry website. Don't let an unlicensed contractor ruin a great project.

159,144 impressions

Newspaper ads



Billboards



Social media  

Labor and Industry promoted its hirelicensedmn.com consumer awareness campaign via its Facebook and Twitter channels.