

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Standing for more than the competition.

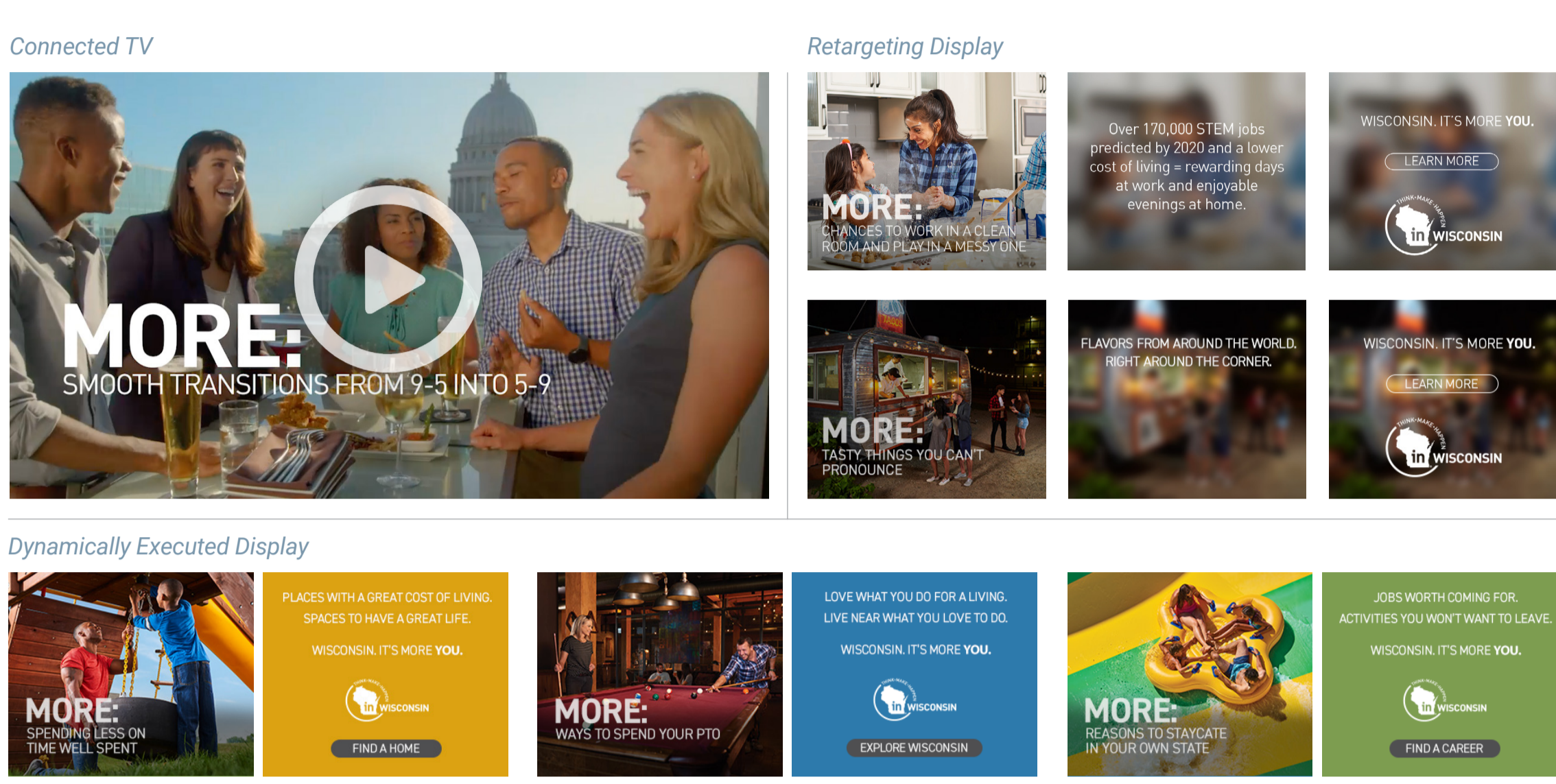


SEE A VIDEO OF THE ENTIRE CAMPAIGN HERE OR READ ON.

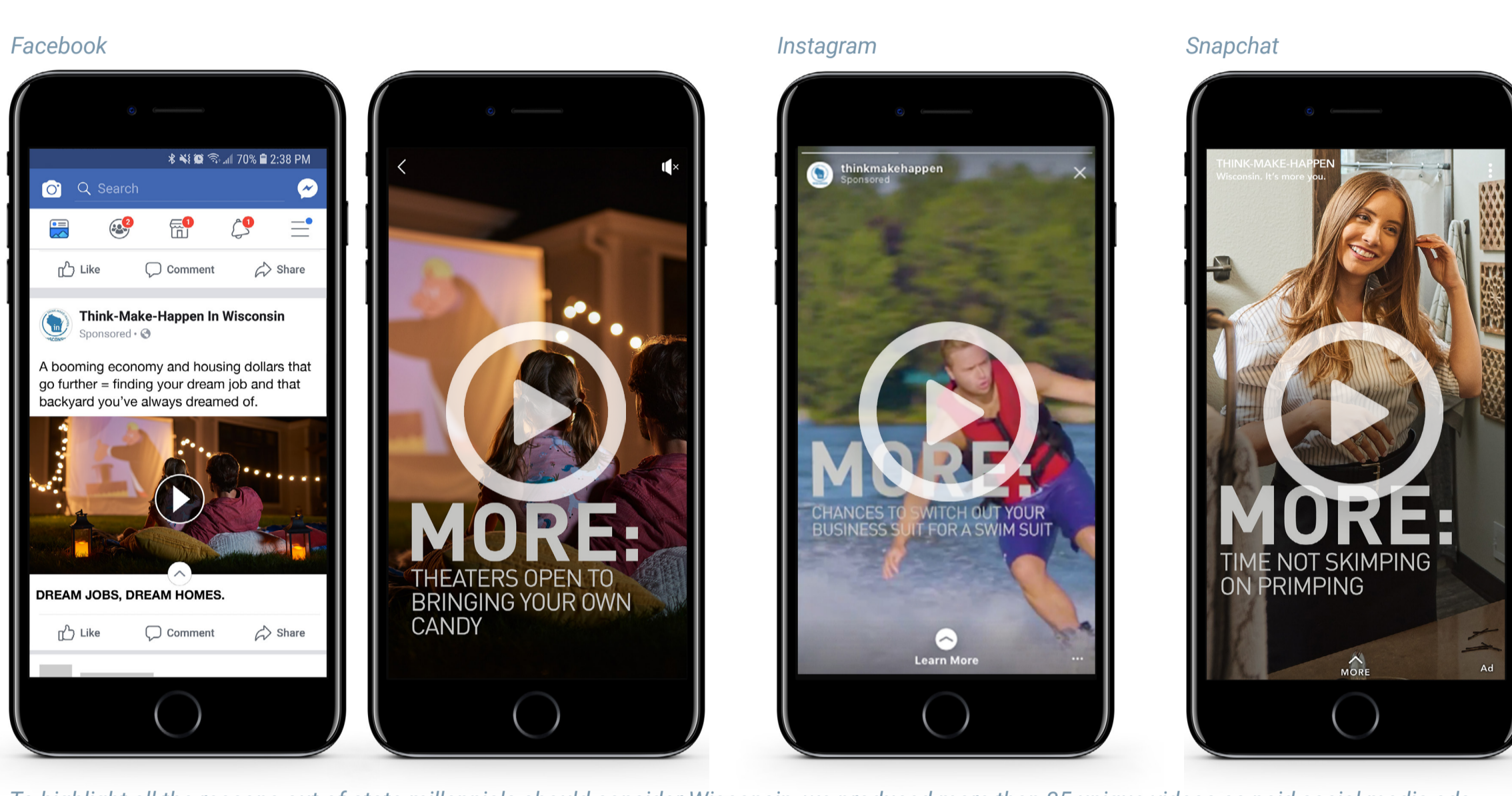
SOLVING THE DOWNSIDE OF AN UPTURN.

Times are good in Wisconsin. Business is booming since the Great Recession receded into today's economic upturn. But talent – especially sought-after millennial workers – is in higher demand and shorter supply than ever. Every state in the Midwest is trying to lure the same young talent to satisfy the shortage of qualified workers businesses are facing. To help Wisconsin stand apart in the race to attract out-of-state workers, we had to make our state more attractive than any other.

Using pre-campaign research to uncover insights is just as important as using it post-campaign to uncover results.



To reach digitally driven millennials with a highly relevant message, we leveraged the power of data-driven predictive and reactive targeting in an integrated program. Individual creative elements adjusted dynamically based on the user's characteristics and engagement with other elements of the campaign.

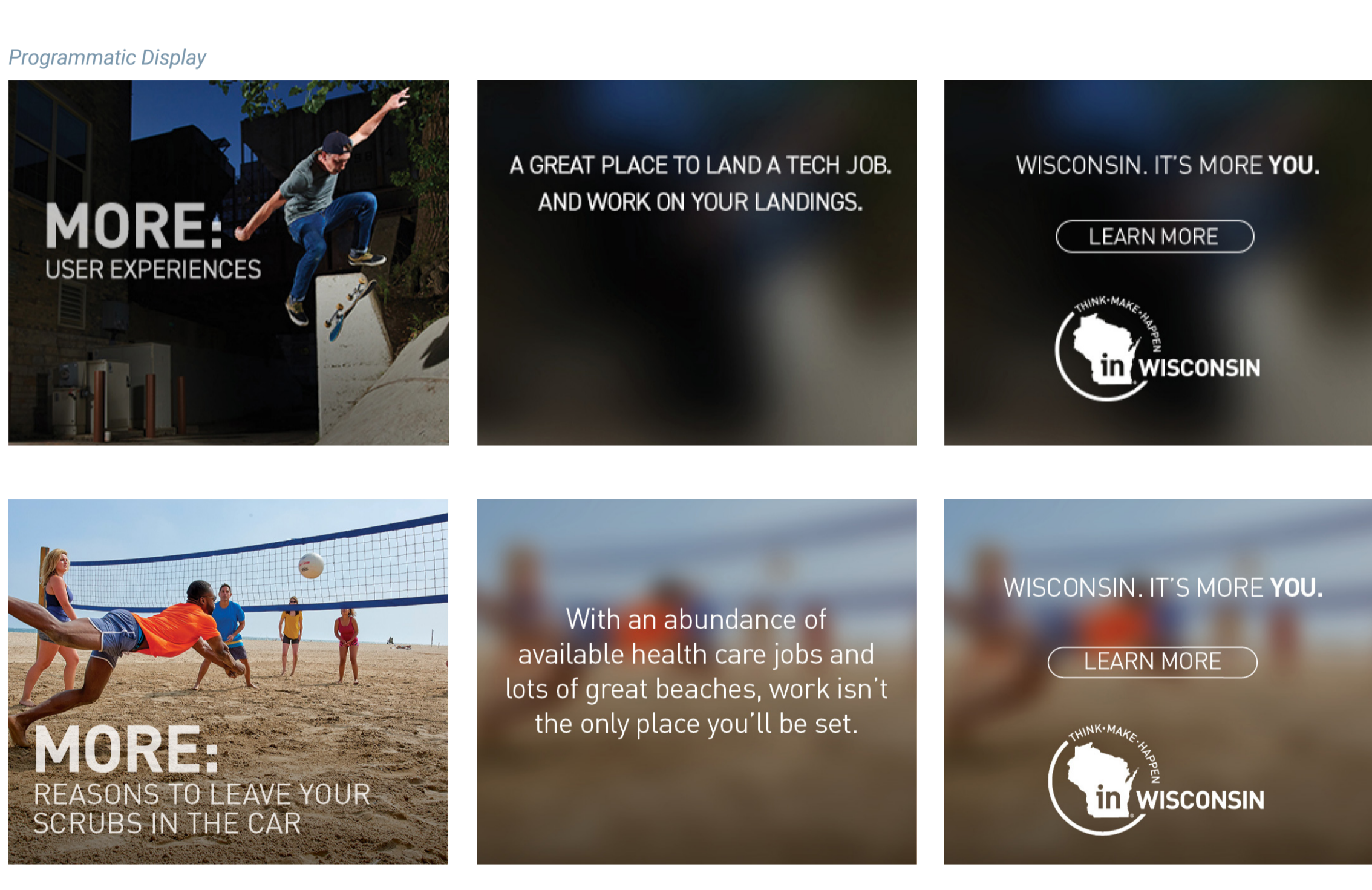


To highlight all the reasons out-of-state millennials should consider Wisconsin, we produced more than 35 unique videos as paid social media ads on the top three platforms used by millennials.

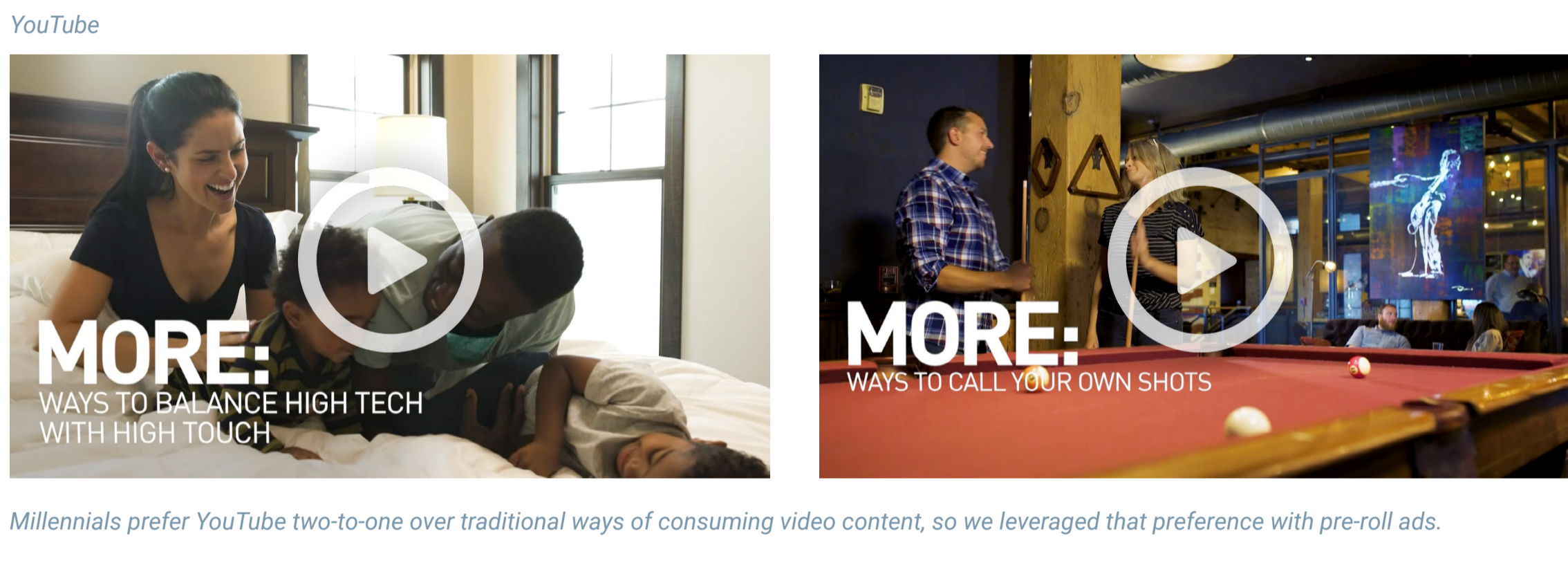
ONE BRAND ATTRIBUTE WASN'T ENOUGH.

Pre-campaign research showed us that millennials aren't looking for any one thing in particular when considering moving to another state for a job. Quite the opposite – they're looking for everything. Millennials don't want to compromise between a great career, exciting lifestyle, amazing culture and more. This was the insight we needed to make Wisconsin their favored destination. Our *Define Your More* campaign shows young out-of-state talent that the vast diversity of Wisconsin makes our state uniquely positioned to let them have a great career plus more of everything else they want.

Less is more is the traditional mindset of marketing, but when targeting millennials more is often more.



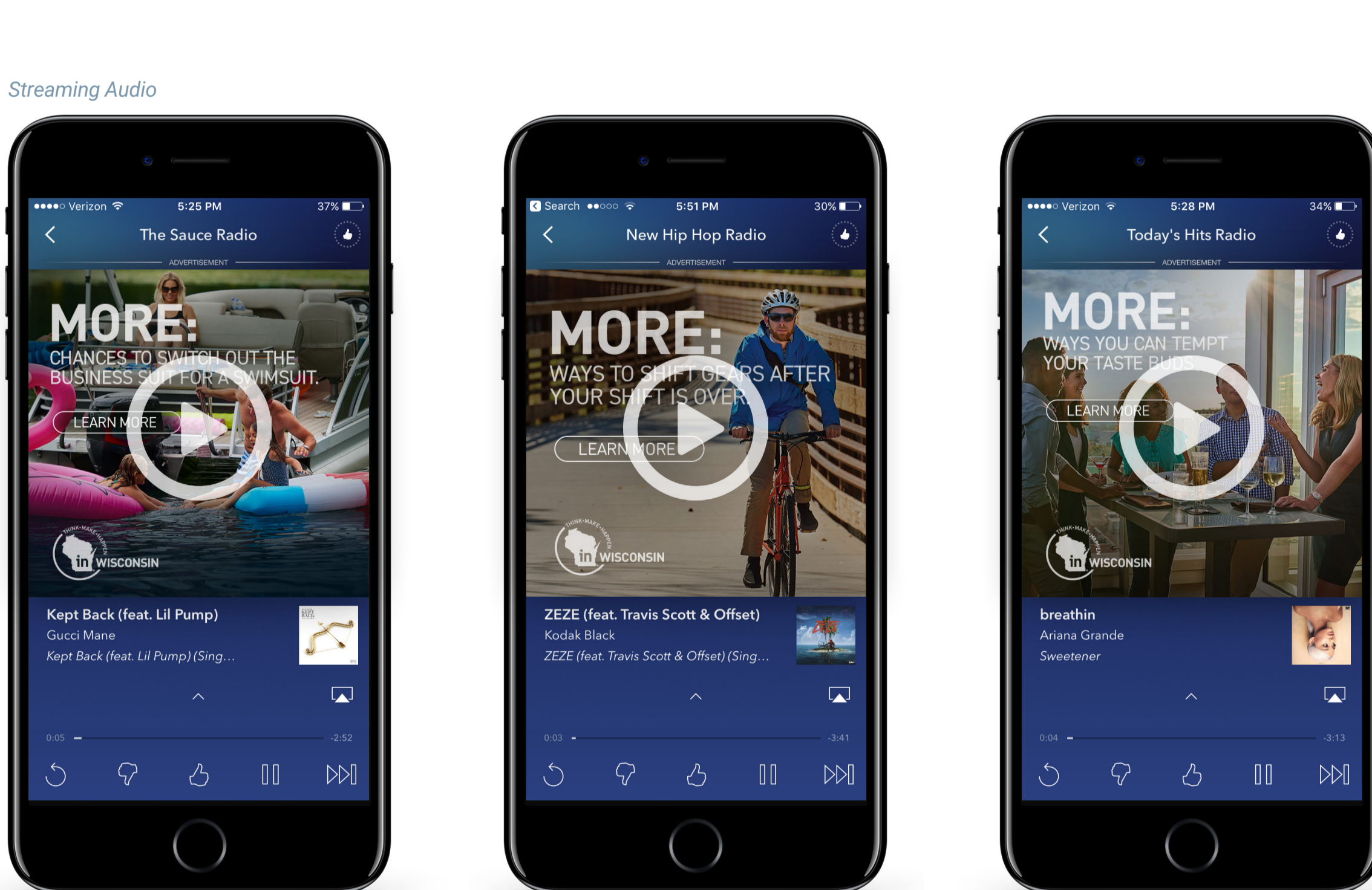
To ensure each millennial who was exposed to our campaign received relevant messaging, our online programmatic display ads were served based on a user's demographics and behavioral characteristics.



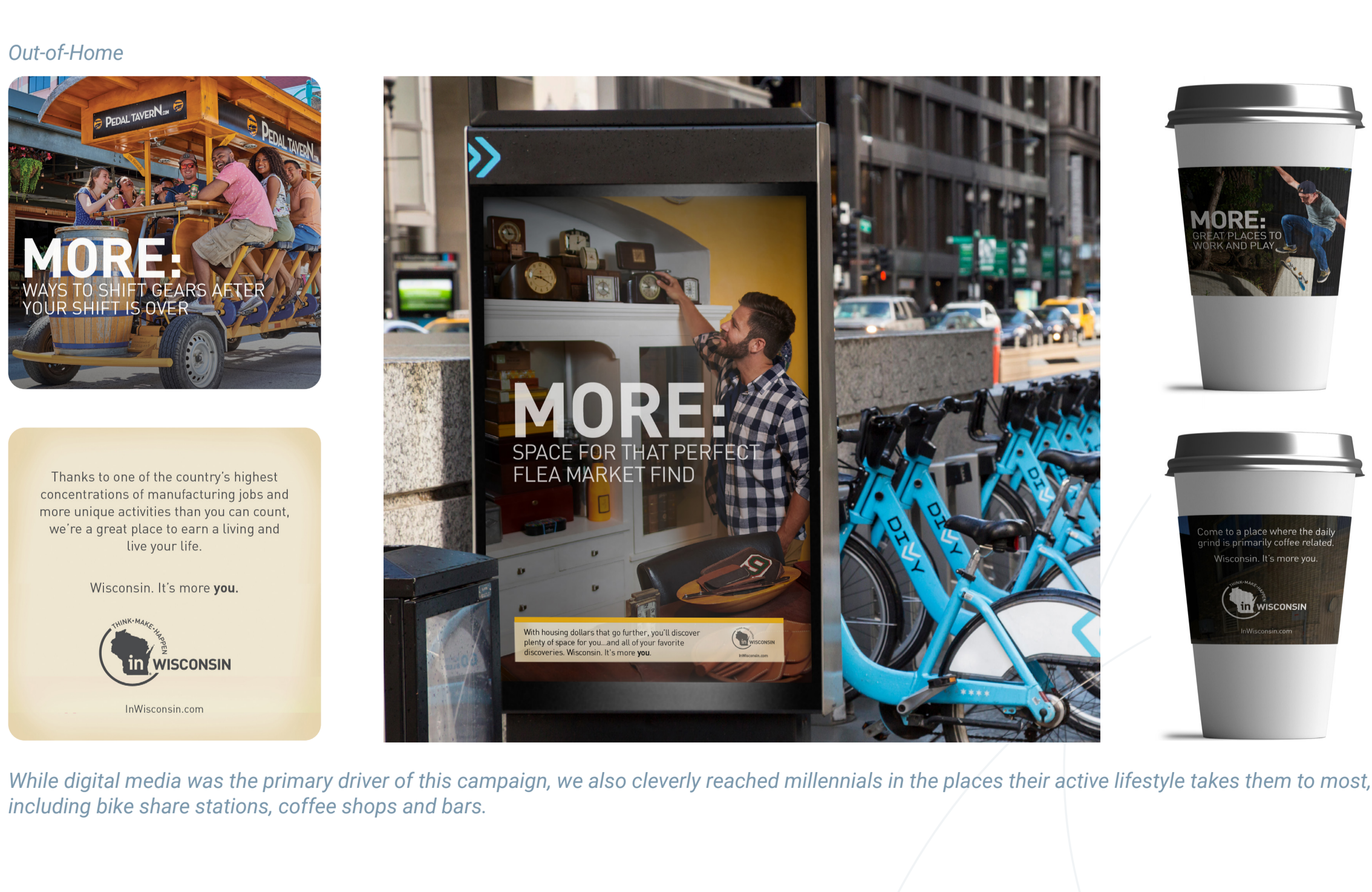
Millennials prefer YouTube two-to-one over traditional ways of consuming video content, so we leveraged that preference with pre-roll ads.

MOVING THE NEEDLE TO GET MILLENNIALS TO MOVE.

A year-over-year post-campaign research study in the 13 markets the campaign ran in prove that millennials have a better understanding of all that Wisconsin has to offer and are more likely to consider moving here. In fact, 83% of millennials indicated they'd be willing to move to Wisconsin for a job in 2019 versus just 68% in 2018 before the campaign started. What's more, the campaign resulted in double digit gains in 10 out of the 12 attributes research showed most important to millennials when considering moving for a job.



Millennials consume more audio content than any other generation. Streaming audio ads allowed us to precisely target users with specific messaging based on demographics and geography.



While digital media was the primary driver of this campaign, we also cleverly reached millennials in the places their active lifestyle takes them to most, including bike share stations, coffee shops and bars.

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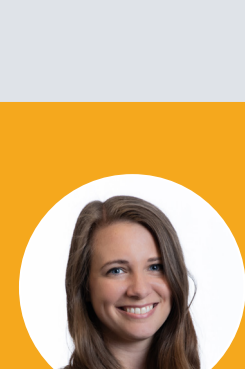
The campaign targeted millennials in 13 Midwest markets.

83

Post-campaign research showed that 83% of millennials were willing to move to Wisconsin for a job in 2019 versus just 68% in 2018 before the campaign started.

10

The campaign resulted in double digit year-over-year gains year-over-year in 10 of the 12 attributes most important to millennials, from quality of life to career opportunities.



"The most important thing we did in this campaign was to first listen to the target audience. Millennials said they didn't want to give anything up when considering a career relocation, so we positioned the state of Wisconsin as the place to find more of everything they wanted."

CHEYENNE LANGKAMP, ACCOUNT SUPERVISOR