

## WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

Creating a compelling audience connection.



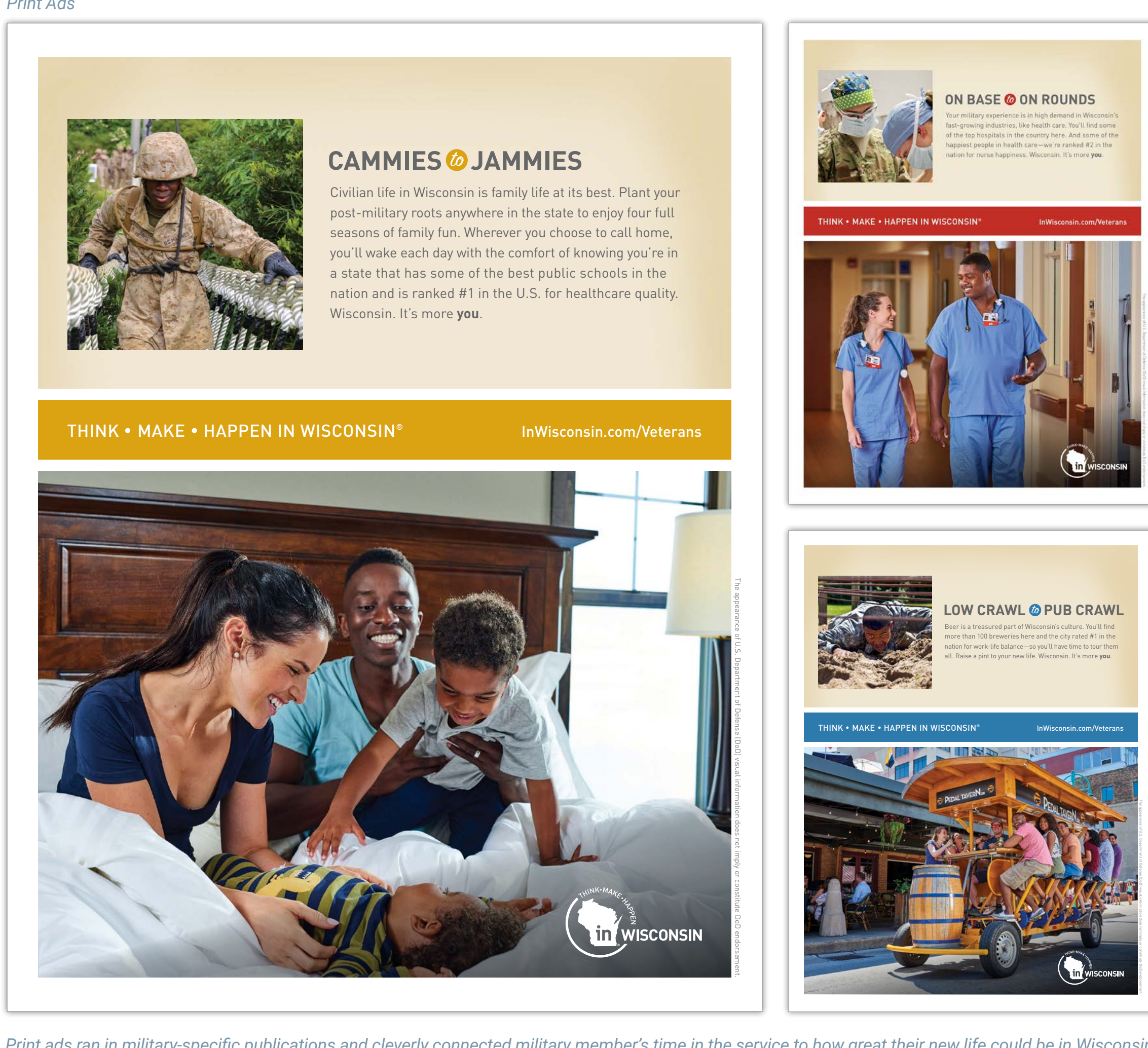
SEE A VIDEO OF THE ENTIRE CAMPAIGN HERE OR READ ON

### SOLVING THE TALENT SHORTAGE.

In today's thriving economy, finding talented employees is harder than ever. Every state in the U.S. is competing to lure skilled workers to fill the needs of their strong business climates. The Wisconsin Economic Development Corporation turned to us to help fix the problem with a unique solution. We targeted one of the most capable and experienced workforces available – United States military service members transitioning to civilian life. Since Wisconsin leads the nation in veteran benefits, we had a compelling story to share with service members throughout the world.

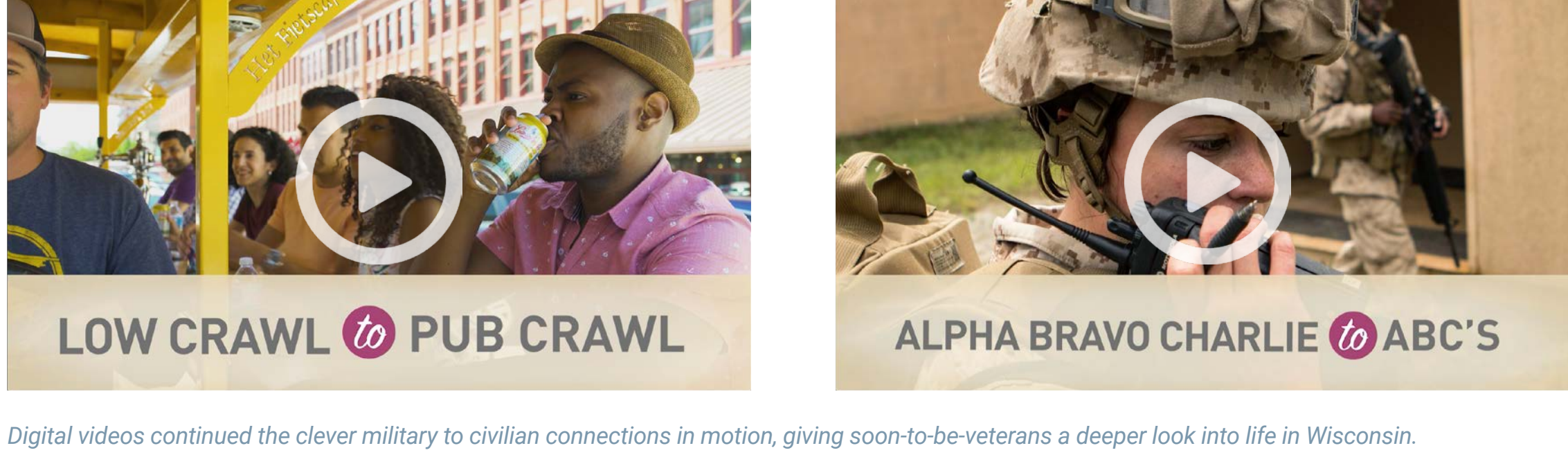
The more significant the choice an audience has, the more emotional their decision will be.

#### Print Ads



Print ads ran in military-specific publications and cleverly connected military member's time in the service to how great their new life could be in Wisconsin.

#### Digital Videos



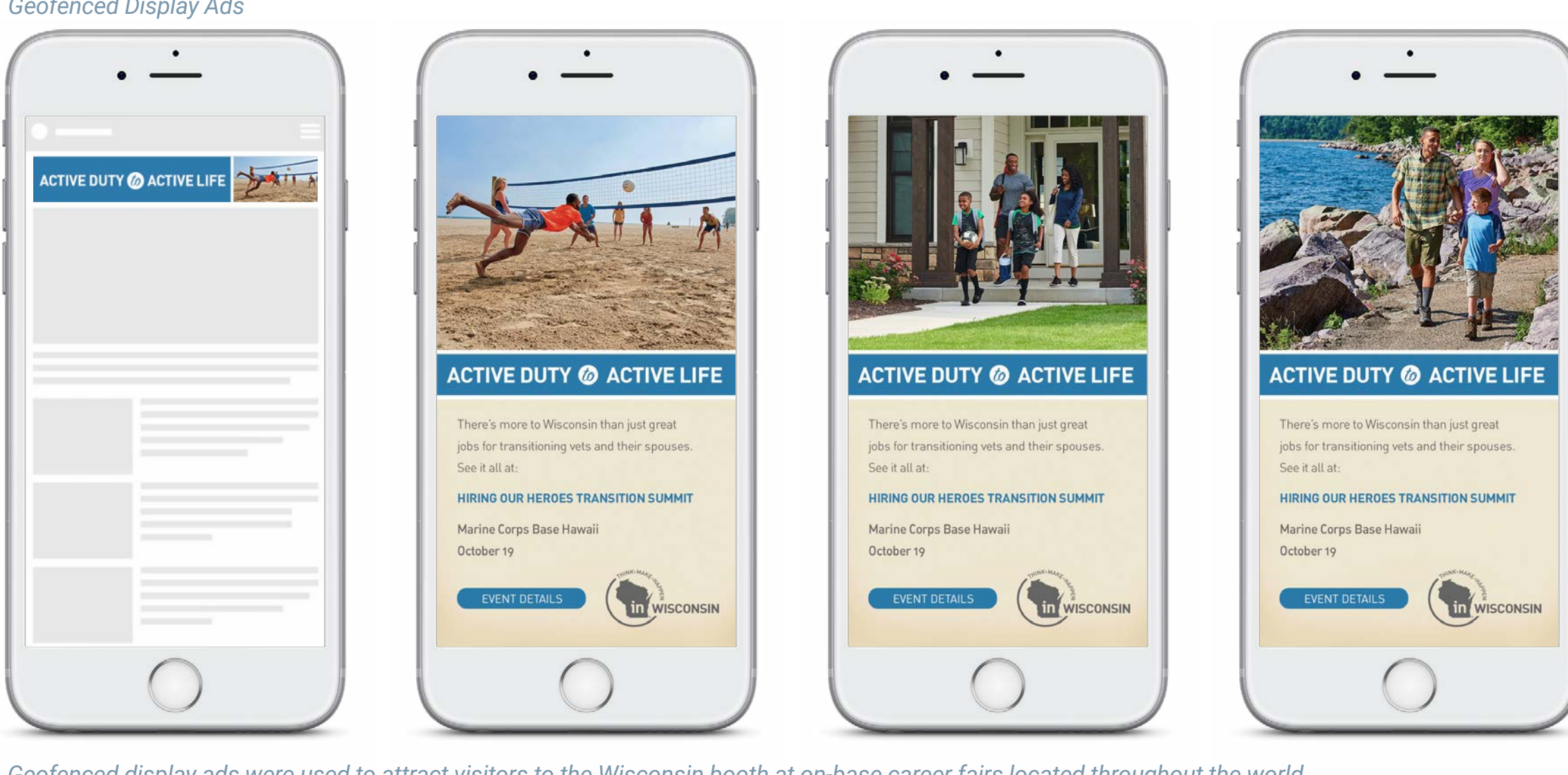
Digital videos continued the clever military to civilian connections in motion, giving soon-to-be-veterans a deeper look into life in Wisconsin.

### A CLEVER CONNECTION.

The big idea of the "Military to Civilian" campaign was to cleverly and emotionally connect life in the military to life in Wisconsin. The "to" element of the campaign provided a platform to highlight the many facts that make Wisconsin the best state to start a post-military career and life, from its diverse industries and affordable housing to its family friendly communities and abundance of activities. Covering digital, social, print, experiential and much more, every execution in the campaign offered a unique glimpse of Wisconsin in a way that was highly meaningful to a transitioning service member, helping our audience envision how great their lives can be here.

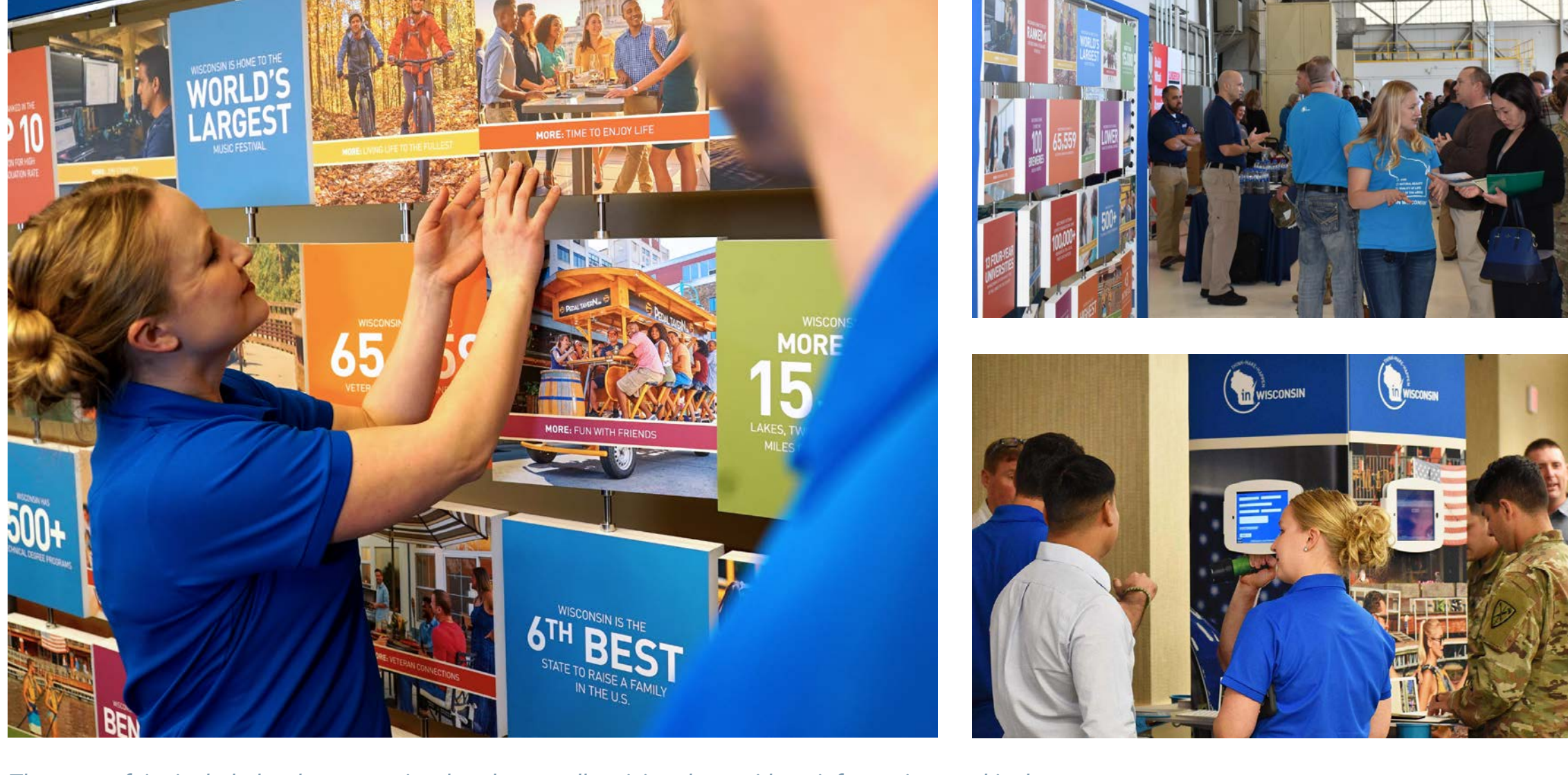
Transitioning service members are motivated by many factors when considering where to move for a civilian job, so we built our campaign to connect with them on many levels.

#### Geofenced Display Ads



Geofenced display ads were used to attract visitors to the Wisconsin booth at on-base career fairs located throughout the world.

#### On-Base Career Fairs



The career fairs included a show-stopping, hands-on wall activity, along with an informative app kiosk.

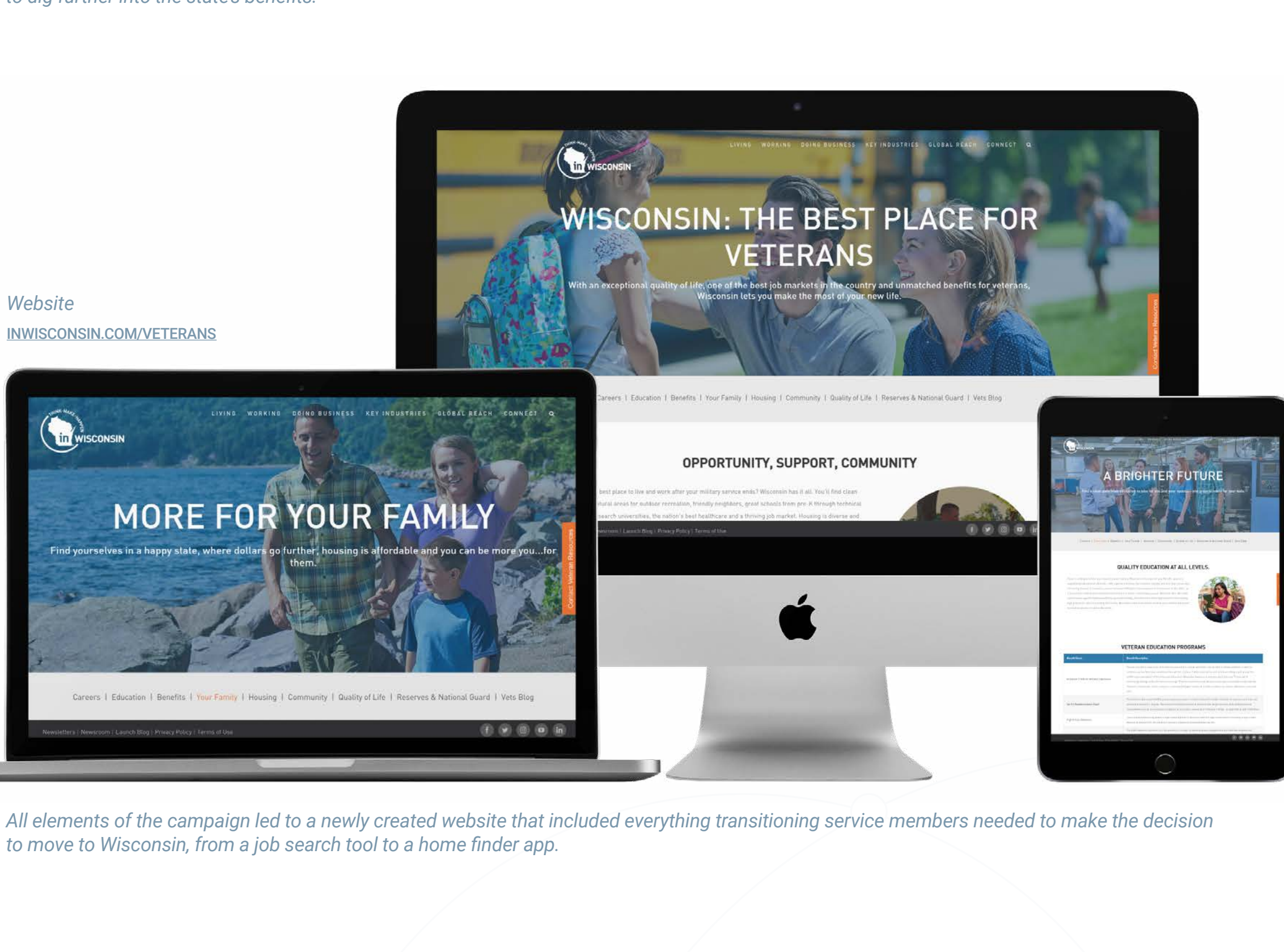
### POST-MILITARY MOVES.

In less than a year since launch, digital display CTRs are well above the industry norm at 0.55% and there have been more than 212,000 sessions on the new website. Our Hiring Our Heroes events have resulted in 971 leads, including 775 active-duty soldiers, 80 military spouses and 91 veterans. *USA Today* even ran a two-page story about how the initiative is helping transitioning service members choose Wisconsin for their post-military lives.

#### iPad App



Representatives from Wisconsin were armed with a choose-your-own-journey iPad app at events to enable transitioning service members to dig further into the state's benefits.



All elements of the campaign led to a newly created website that included everything transitioning service members needed to make the decision to move to Wisconsin, from a job search tool to a home finder app.

212K

There have been 200,000+ sessions on the new website in less than a year, with most traffic going to the important job-finder tool.

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*USA Today* ran a two-page story on how our campaign is successfully helping transitioning service members choose Wisconsin for their post-military lives.

971

Our Hiring Our Heroes events at military bases worldwide have resulted in 971 leads from active-duty soldiers, military spouses and veterans.



"The success of any campaign relies on making a true connection with your audience. In this case, we perfectly connected the lifestyle of Wisconsin with the life-changing decisions military members are facing when transitioning out of the service."

JIM JELAK, ACCOUNT PLANNING & MANAGEMENT DIRECTOR