

New North: Launches More YOU in NEW digital marketing campaign

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Video series shares stories of individuals who moved to Northeast Wisconsin from outside region

NEW NORTH, February 3, 2022 – New North Inc., the regional economic development corporation serving the 18 counties of Northeast Wisconsin, this week is launching a multi-pronged digital campaign – More YOU in NEW (North East Wisconsin) – designed to attract and retain talent to the area. Set to extend into early summer of this year, the program focuses on a diverse group of New North residents and why they chose to make the New North region a work/life destination, telling their stories through video testimonials and related social-media posts.

The videos share the stories of individuals who moved to the New North from outside the region, their experiences and what made them fall in love with the area. Also showcased within the videos are the innovative, artistic and inclusive qualities of the New North.

“The best way to highlight the qualities of the New North region is to share the genuine experiences of those that are most passionate about their home and workplace,” says Barb LaMue, president and CEO of New North Inc. “Our hope is that these videos become hiring tools for H.R. professionals, along with helping all of us to become brand ambassadors for our region.”

The campaign is launching this week with the release of the initial video and related social-media posts across multiple platforms, and will run through June 2022. A new

video will be rolled out each month of the campaign, and they will feature millennials, military veterans, families and diverse populations.

The initial More YOU in NEW video highlights the story of Lalu Beré, vice president of marketing for Fork Farms, an agriculture tech startup located within TitletownTech. Its intended audience is young professionals, diverse populations and the Gen Z demographic.

Beré had spent the majority of her life in big cities before moving to the New North, having grown up in St. Paul, Minn., going to college in Denver and working on the East Coast in Boston. “My favorite thing about living here is I really get to define what our life is like,” Beré says.

All released videos and related information are available on a dedicated More YOU in NEW website, <https://www.thenewnorth.com/living-in-the-new-north/more-you-in-new/>.

An initiative of the New North Marketing & Branding Committee, chaired by Bob DeKoch of The Boldt Company and Donna Rippin of Business Brains Group, the campaign was based on extensive research, including the Wisconsin Perception Study of the Wisconsin Economic Development Corporation and focus group interviews. From this feedback, a digital marketing strategy was developed and authentic spokespersons were chosen to share heartfelt stories of discovering the New North region and all it offers.

Employers with locations in the New North region are encouraged to add the video testimonials to their websites and/or job-listing page, along with engaging with the More YOU in NEW posts on New North’s social-media platforms through Likes, Follows and comments.

A related recruiting piece also is available for employer use in electronic form [HERE](#). Those interested in the printed version, as well as co-branding opportunities, should contact Renee Torzala, vice president of marketing and investor relations for New North Inc., at renee.torzala@thenewnorth.com.



All videos were co-produced by Gillespie Productions and Coalesce Marketing and Design, with the input of the New North Marketing & Branding Committee.