



UW-MADISON IS WORKING FOR WISCONSIN

WHAT: an ad campaign reaching more than 18M people

WHY: research showed that Wisconsinites had a number of misperceptions about UW-Madison's

- Admissions
- Cost of attendance
- Graduation rate
- Job placement rate
- Economic Impact

WHERE: catch the campaign in

- Print (*Milwaukee Journal Sentinel*)
- Online (Facebook, Twitter, Pandora)
- On TV (Milwaukee cable channels and during televised Badger sporting events)
- At www.onwisconsin.wisc.edu

WHEN: October 2017–May 2018



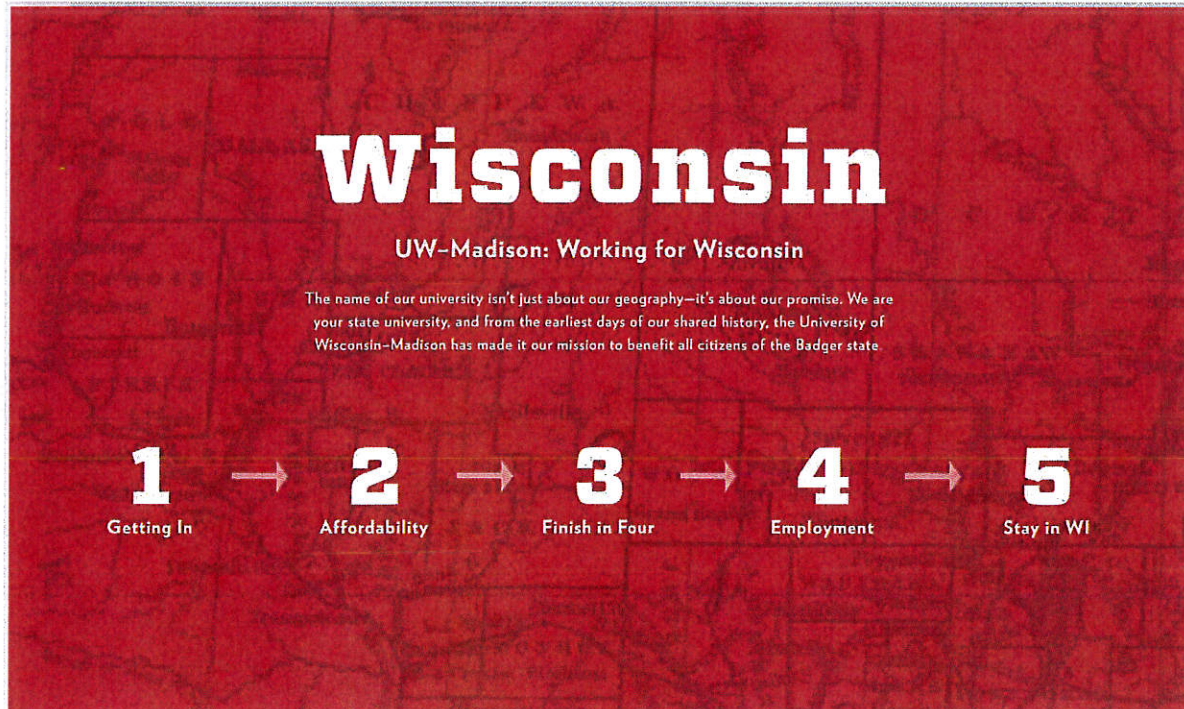
Twitter



Video



Milwaukee Journal Sentinel



Website