

# Northland Works Advertising

Target market:

High school students, their parents, high school guidance counselors, and teachers throughout the Northland.

The featured message is “ 75,000 baby boomers are retiring in our region.”

Message was printed on

- A series of three posters and informational post-cards sent to high schools in northeastern Minnesota, northwestern Wisconsin and Duluth.

Additional featured messages are: “If I can find a job here you can too” and “Ask me about 75,000 jobs opening up right here in the Northland”

- Printed on a t-shirt
- Distributed to guidance counselors at the high schools.