MEDIA ALERT

FOR IMMEDIATE RELEASE

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KW2 Seeking Rural Wisconsinites to Participate in New Survey Project

Initiative aims to help organizations better understand the unique perspectives, decision-drivers, and values of rural individuals.

MADISON, Wis.—KW2, a woman-owned strategic marketing and communications firm, announced today a new research survey initiative aimed at collecting the experiences and perspectives of rural Wisconsinites as part of the firm's ongoing efforts to center authentic voices in its work.

"We know that the lived experiences, values, and decision-drivers of our rural community members are complex and not always understood," said Jennifer Savino, KW2's CEO and Co-Owner. "The goal of our new research initiative is to truly listen to rural voices so that they are more accurately represented in communications and marketing campaigns."

Individuals interested in participating in the KW2 rural research initiative should visit bit.ly/KW2RuralResearch and click the "Join the Panel Now" button to sign-up. Individuals who sign-up, are eligible for the rural research initiative, and complete the rural research survey, will be paid! Individuals who sign-up may also be contacted for future paid research opportunities.

"For over 35 years, KW2 has partnered with public and private organizations to tackle some of society's most challenging communications problems," said Savino. "Research initiatives, such as the one we are launching today, are critical to our core mission of empowering and improving lives through authentic relationships."

In addition to traditional research, KW2 operationalizes its commitment to inclusivity through its Diversity, Equity, and Inclusion Advisory Committee, which is made up of nine communications and marketing communications from diverse backgrounds and regions. The Committee reviews internal KW2 and client strategies, creative executions, and recommendations to ensure that KW2's products are as effective, respectful, and culturally relevant as possible.

BACKGROUND:

Women-owned, KW2 is a full-service marketing and communications firm rooted in the belief that every individual, regardless of life stage or circumstance, deserves to live a healthy and vibrant life. Since opening our doors nearly 35yrs ago, KW2 has delivered on these values every single day by partnering with organizations and companies across the country to tackle some of society's most challenging issues.

KW2 believes in a culture where their people grow together in diverse, equitable and inclusive environments and unique insights, experiences and backgrounds are valued. Learn more about KW2's values, results, and services by visiting: kw2madison.com.