

**FOR IMMEDIATE RELEASE**

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**STIR ADVERTISING & INTEGRATED MESSAGING ADDS MEDIA DIRECTOR**

*Laura Hinrichsen brings holistic integration*

**MILWAUKEE – November 14, 2017** – Laura Hinrichsen has joined STIR Advertising & Integrated Messaging as media director, providing an integrated and collaborative approach to media planning and inbound marketing.

Hinrichsen oversees strategic media planning and buying for STIR clients in an expansive role, inclusive of traditional and digital media, inbound, social and pay-per-click for cohesive and integrated campaign management.

“Laura has extensive experience integrating traditional and digital media into holistic plans, which is necessary for campaign success,” said Brian Bennett, STIR president. “Her skill and strategic know-how really round out our team.”

Hinrichsen brings almost 20 years of experience to STIR, working with business-to-business and business-to-consumer media buying and planning with local and national media. Her work in agencies and with a media company spans traditional and digital media, including broadcast, print, digital, out of home and others. Throughout her career, she has created unique opportunities for her clients to connect with customers.

**ABOUT STIR ADVERTISING & INTEGRATED MESSAGING**

STIR Advertising & Integrated Messaging is a full-service advertising agency developing integrated marketing campaigns that create engagement with customers through creative messaging strategies, including advertising, public relations, social media, content marketing, web/digital marketing. To learn more about STIR, or to see some of the agency’s work, visit [www.stirstuff.com](http://www.stirstuff.com).

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