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# Geo-Targeting By Unveiling the Target Audience Using GIS Technology

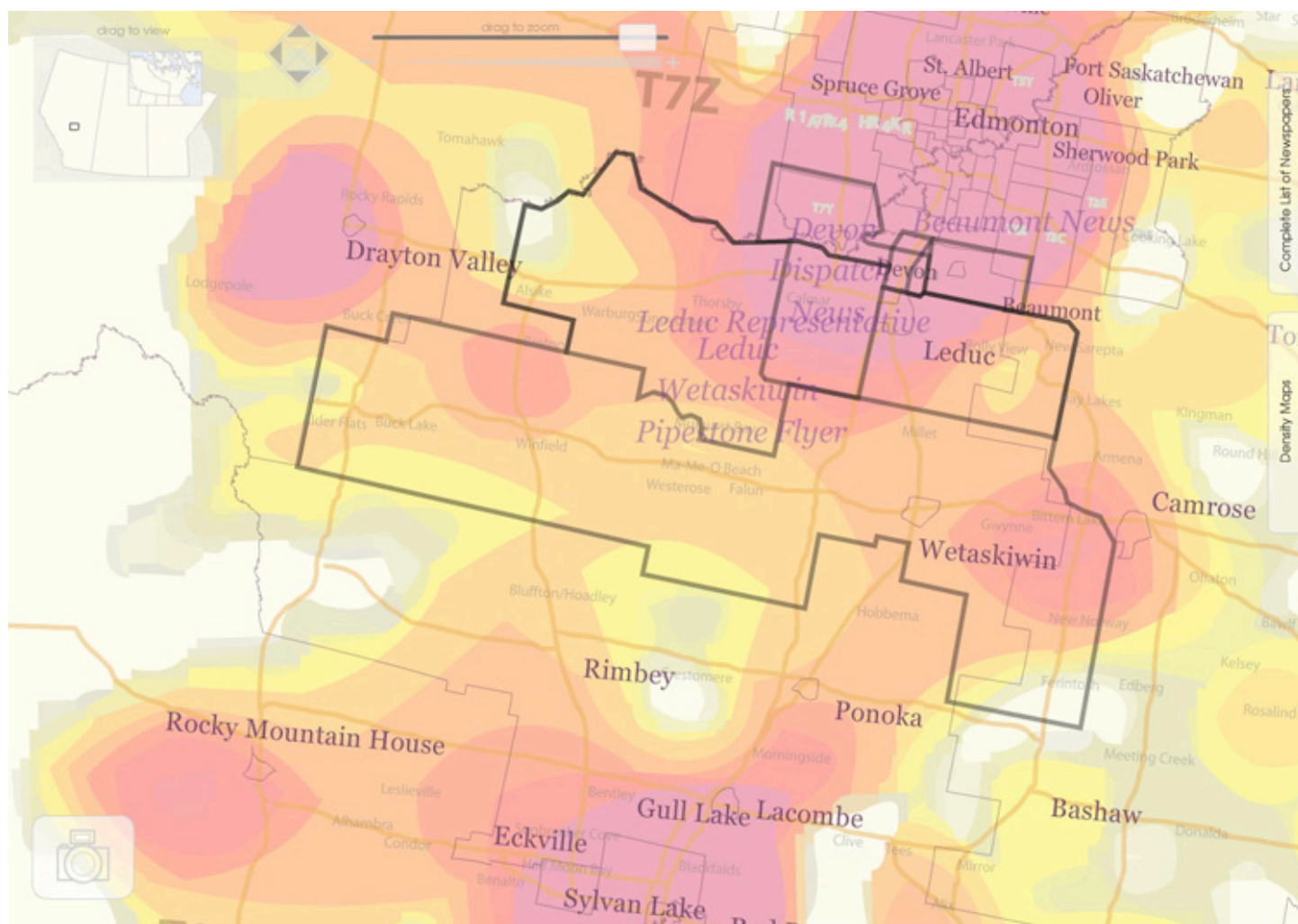
Industry recruitment campaign: Thermal density map unearths the location of the target

The agency was planning a recruitment campaign targeted at individuals currently employed in oil and gas mining in the Edmonton area.

Use of GIS technology and thermal density mapping, we were able to illustrate geographic 'hot spots' for the occurrence of the target. In this case we density mapped StatsCan Census data for Labour Force by Industry: Mining Oil and Gas.

Interactive Density Maps and tools are currently available for 24/7 use by planners here.

Figure 1



**For more information, or for help with your own project, please contact AdWest at [info@adwest.ca](mailto:info@adwest.ca)**