



Agriculture

The Objective

Build **positive brand awareness** for a large corporation in a state that typically does not welcome big business.

Key Results

Brand Lift

CTR 20% above average



Modern Agriculture Company Earns Trust

The Difference — IntentKey®

Our patented AI understands and indexes billions of pages, so we know **real-time intent** on **every page** and **every ad**.

By combining this knowledge, **campaign conversion data**, and updates every **5 minutes**, we reach the most relevant audiences at the right moment — all **without** the use of **cookies**.

Campaign Concepts

- Agricultural Products
- Genetic Engineering
- **Beta Carotenes**
- Hawaii Weather Forecast
- **Pontoon Boats**
- High Surf
- **Health Effects of GM Foods**
- Healthy Eating
- **Organic Food**
- **Boating and Fishing**

The campaign goal was to persuade residents that **a modern agriculture company is good for Hawaii**, as it allows Hawaii increased self-sustainability, independent food production and economic growth through the creation of jobs, and overall contribution to the fabric of the community. This was particularly challenging, because Hawaiians are known to be vigilant environmentalists and wary of big business.

Inuvo was able to uncover that the top performing audience was **highly educated, young, Caucasian females**, rather than the expected mature, Polynesian population.

The IntentKey™ technology refined the targeting to additional categories of interest which included:

- **Health**
- **Water Sports**
- **Outdoor**
- **Adventure**

The results of the campaign were a significant **brand lift** and a **CTR of 20% above average**.