

Targeted Agriculture Marketing Campaign

Client: Independence Bank

Industry: Financial

Opportunity

Independence Bank is based on the Hi-Line of Montana and primarily serves rural communities and families that depend on the agricultural industry. Independence Bank was looking to develop a specific, targeted messaging campaign that emphasized the key differentiators that communicated their unique experience and commitment to supporting the ag community.

Actions

The volatility and unpredictability involved in farming and ranching means that having a bank you can trust to support you is crucial. Since 2012, Kinetic has worked with the Independence Bank team in developing and executing an annual marketing campaign specifically targeted to the area's farmers and ranchers. Through mailers, emails, print advertising and digital advertising, we have created unique messaging that emphasizes the bank's roots and longevity in the area, commitment to agriculture, and an enthusiastic willingness to help farmers invest in much-needed technologies and innovations. Also, many of the lenders themselves are also involved in agriculture - thus, each campaign is personal, compelling and promotes connectedness and confidence.

Results

Each year that Independence Bank has worked with Kinetic to produce this campaign, the rural bank's brand equity has increased. The bank relies on this campaign each year to remind its agricultural clients of the benefit of banking with a local bank as opposed to the large national chains. Tangibly, Independence Bank has seen increased engagement with the ag community of Montana's Hi-Line.

