



Driving brand awareness and engagement with recipes on Pinterest

KING'S HAWAIIAN® is the producer of the Original Hawaiian sweet bread. Founded more than 60 years ago in Hilo, Hawaii, the KING'S HAWAIIAN product line has expanded to include a variety of unique breads.

Objective

KING'S HAWAIIAN wanted to leverage the current and earned media potential to drive awareness and engagement with their branded recipes on Pinterest. Adaptly worked with KING'S HAWAIIAN to build out the strategy to drive top performance across a range of recipes.

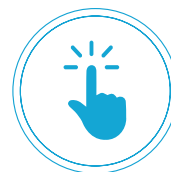
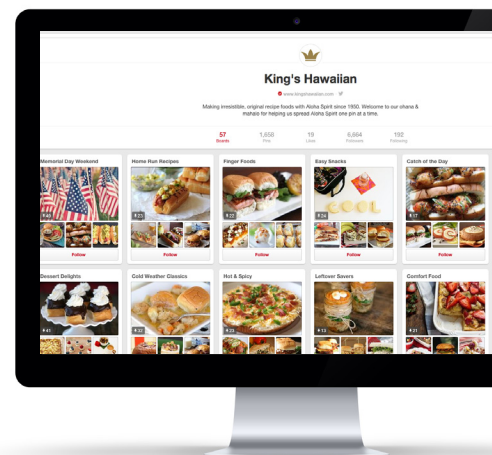
Approach

Adaptly took a selection of KING'S HAWAIIAN's recipes and developed a campaign around specific and general targeting terms. This allowed the brand to capture cooks who search for specific recipes and those who plan meals and events. From this, the brand was able to connect with people looking for recipes 'now' to drive clicks offsite – and planners – to drive repins. This enabled them to:

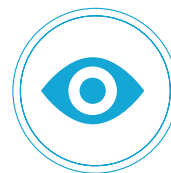
- Leverage current recipes to develop campaign targeting terms
- Drive offsite clicks and repins by targeting current and future pin habits
- Test broad vs. specific targeting terms

Results

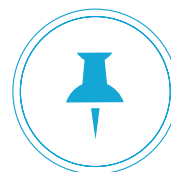
- Delivered 302% more repins than clicks, which lead to significant downstream activity.
- Saw significant earned engagement through repins with an 18% increase in earned impressions and 36% increase in earned engagements.
- Achieved the lowest engagement costs from the recipe targeting segment with an overall decrease of 88% on both CPC and CPRepin and 90% decrease in CPCCloseup.



Clickthroughs:
17,291



Closeups: 87,171



Repins: 24,025

Testimonial

"Pinterest is a natural fit for KING'S HAWAIIAN in so many ways. It is the perfect venue to share inspiring recipes and how-to's that encourage people to engage and take action. We've seen a tremendous amount of success on Pinterest to date and we're excited to see these pins take on a life of their own – even long after the campaigns have ended."

— Annabel Farber,
Brand Assistant,
KING'S HAWAIIAN.