

HELLO

We're **intender**

Our vision is it to make
advertising useful
- *not annoying.*

We're a strategic media &
performance agency.

We created our own
planning framework &
technology to plan
people-first.





intender



All Images Videos Shopping Web Forums News More ▾

Tools ▾

◆ AI Overview

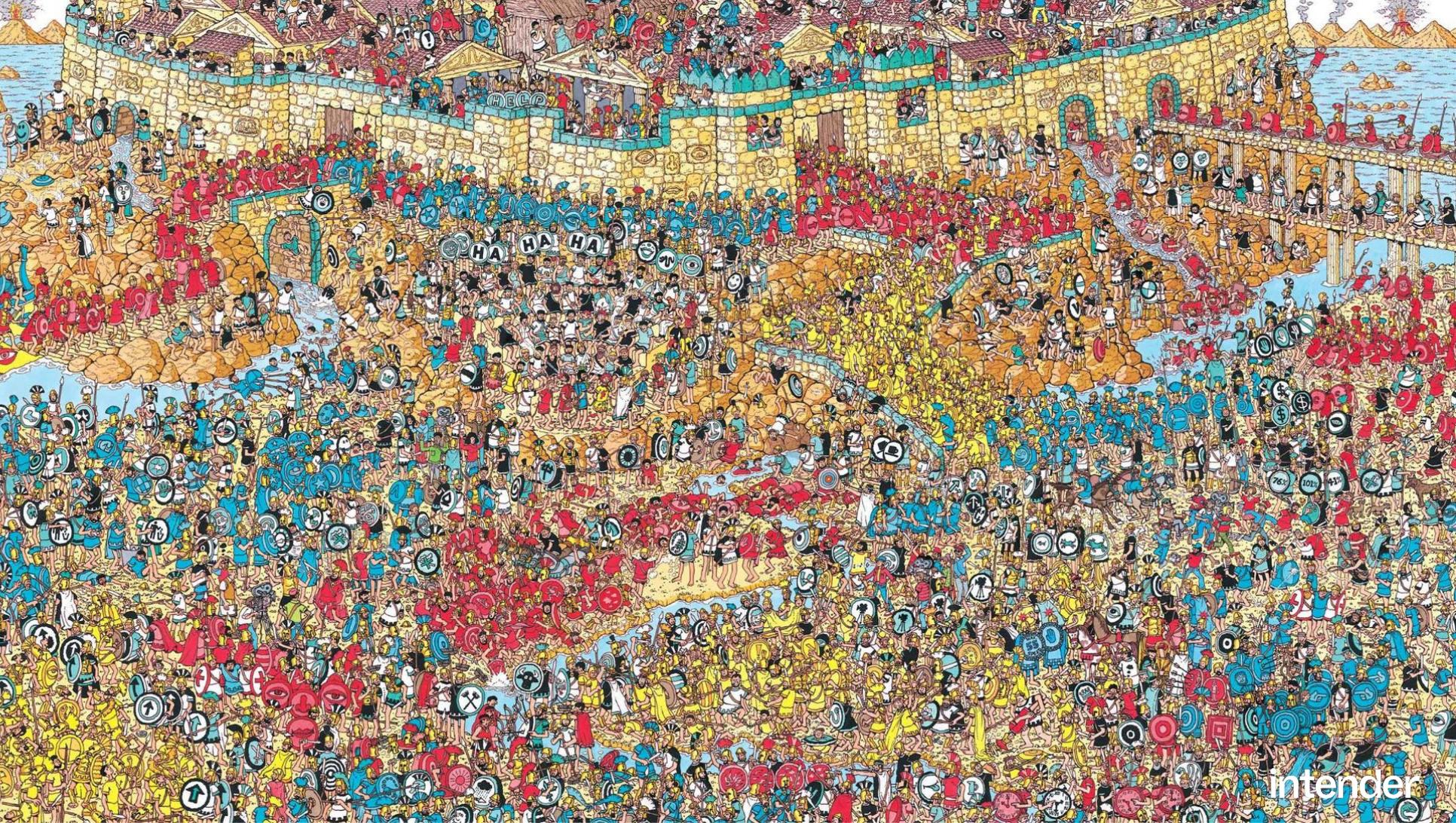
An intender is "**one who intends**" or a person who has a plan or purpose to do something, but has not yet acted on that intention. The word is formed by adding the suffix "-er" to the verb "intend," which means to have a plan, goal, or purpose in mind. [↗](#)

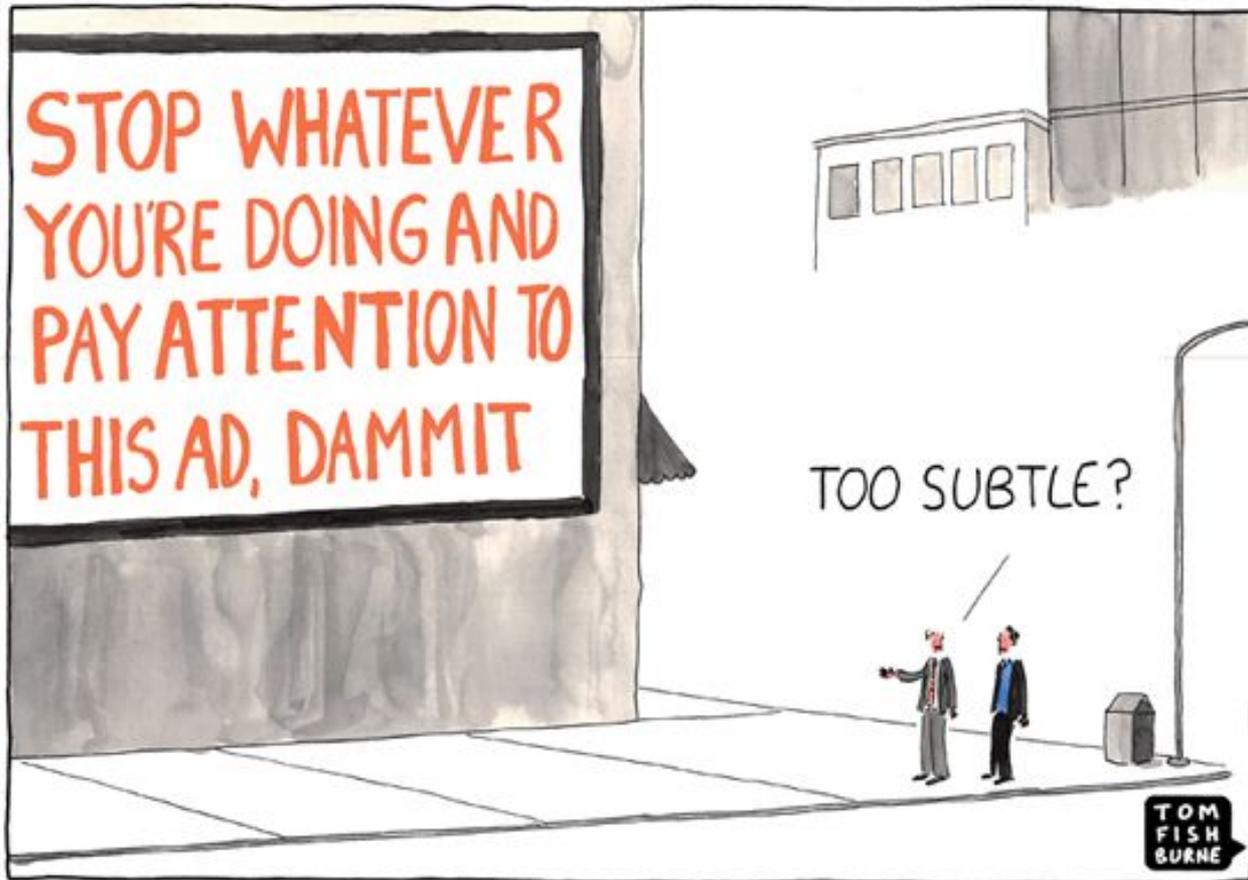
Here's a breakdown of the definition:

- **"One who intends"**: This is the most direct definition, found in sources like [Wiktionary](#). [↗](#)
- **"Person who intends to act"**: This expands on the definition, highlighting that the person has a future action in mind. [↗](#)

• **Contextual Example**: In some fields, like behavior change science, an "intender" is

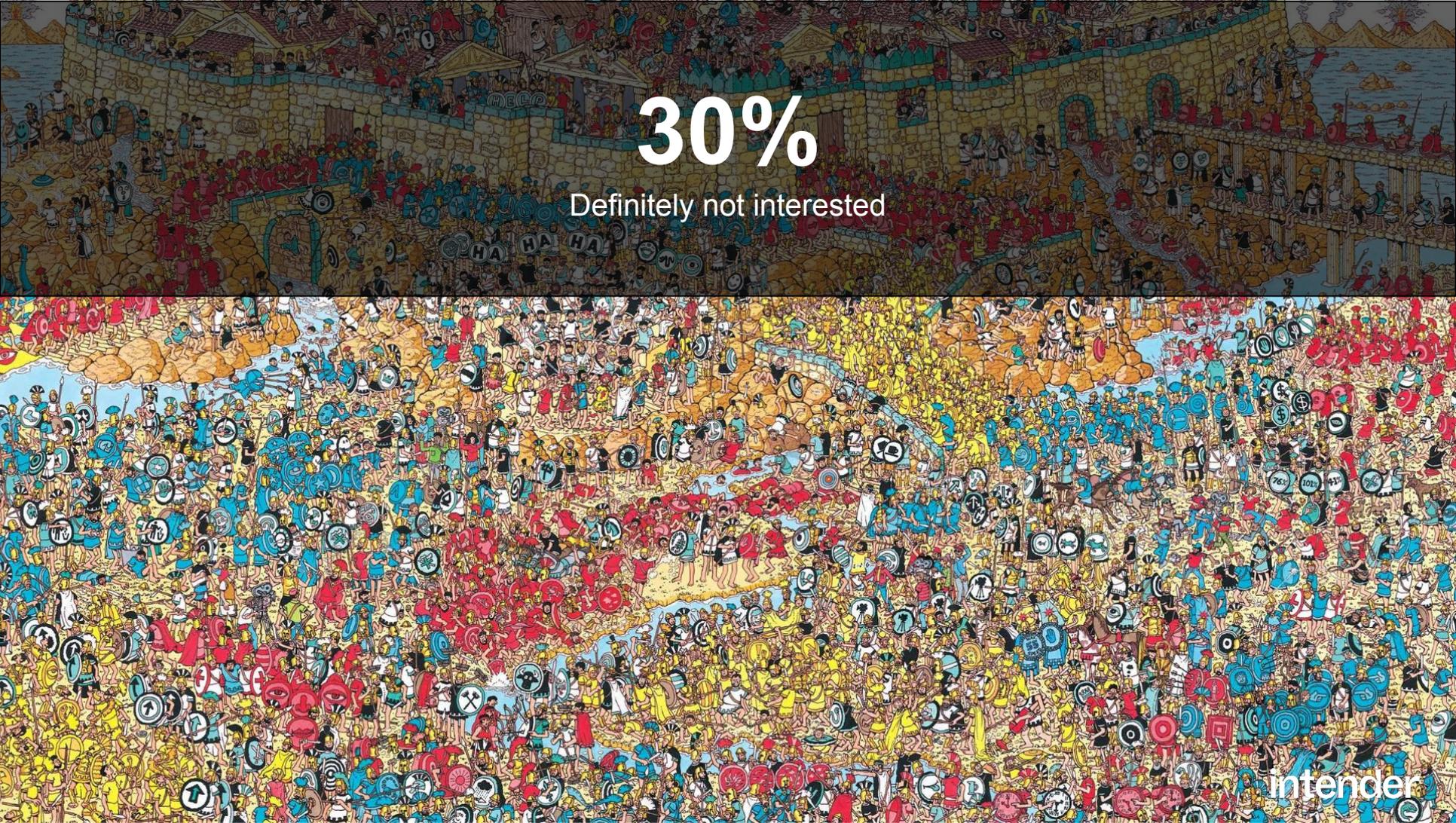
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intender



30%

Definitely not interested

SORRY, I ASSUMED YOU WERE
ON A **CUSTOMER** JOURNEY.



TOM
FISH
BURNE

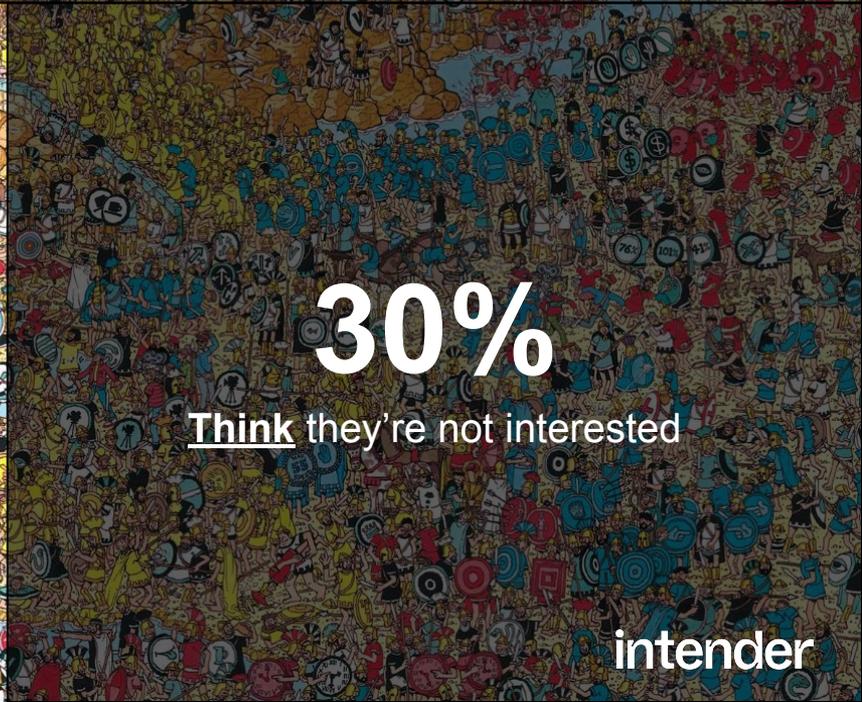
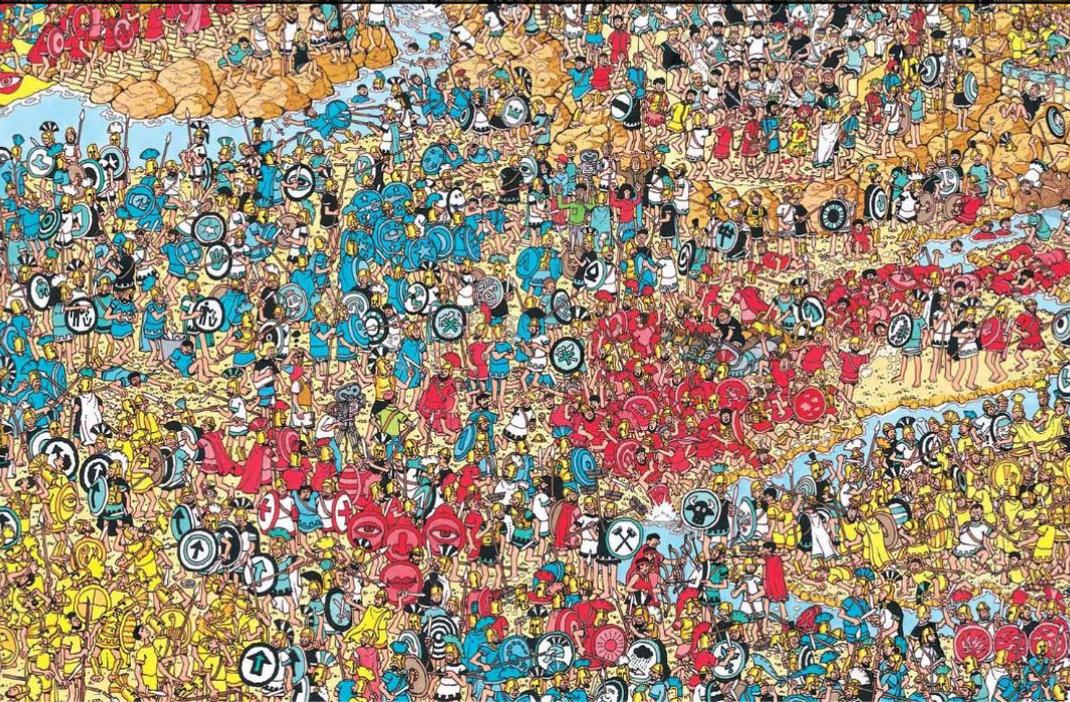
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intender



30%

Definitely not interested



30%

Think they're not interested

intender

Local News

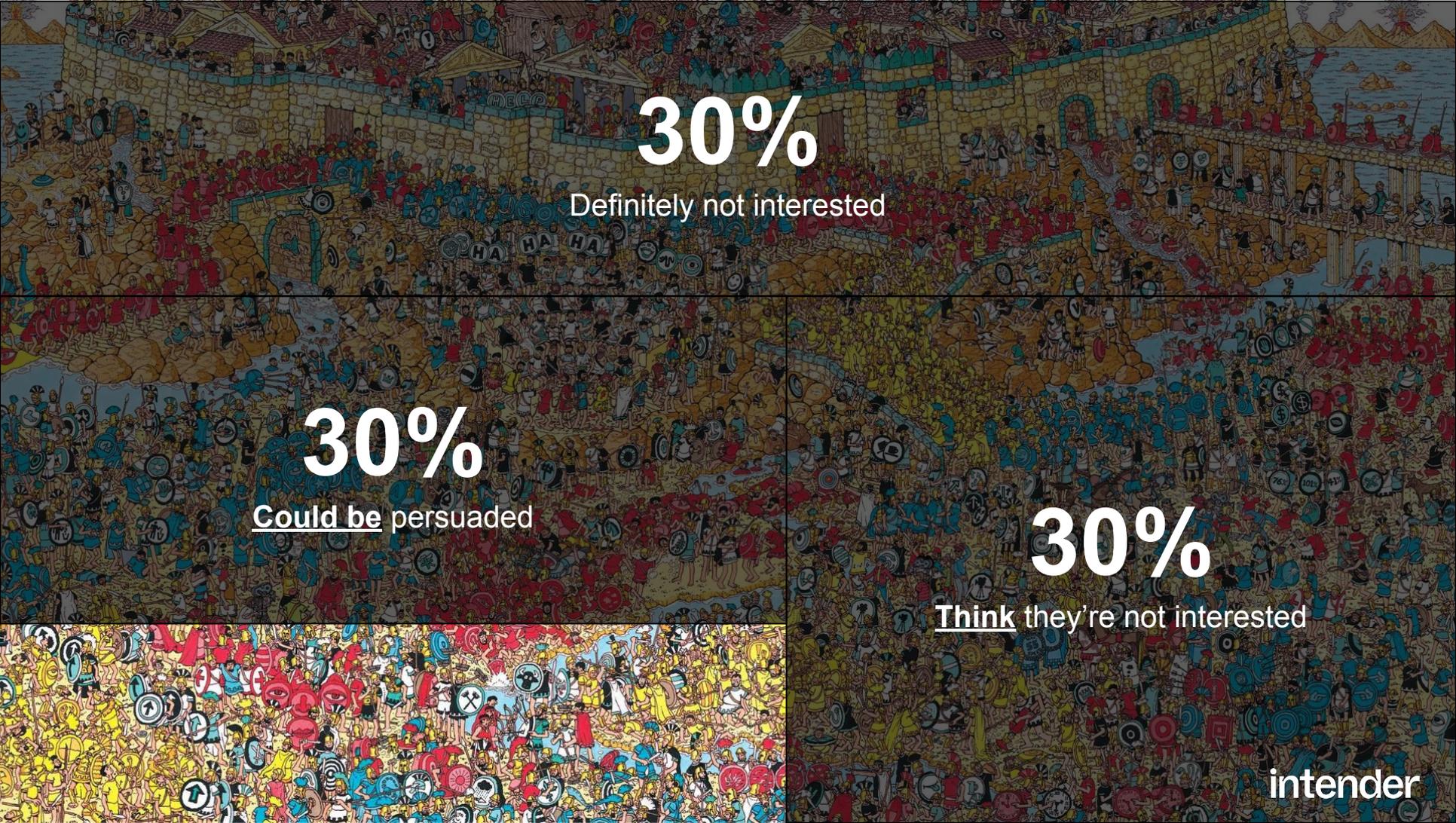
Man buys Koala mattress just to get their ads out of his f—king newsfeed



SOCIAL

	850,310 Fans	LIKE
	1,142,784 Followers	FOLLOW
	66,600 Followers	FOLLOW
	113,289 Followers	FOLLOW

		Breathaker Hotel And Spa \$ 1 320		Paradise Cove Resort \$ 146
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30%

Definitely not interested

30%

Could be persuaded

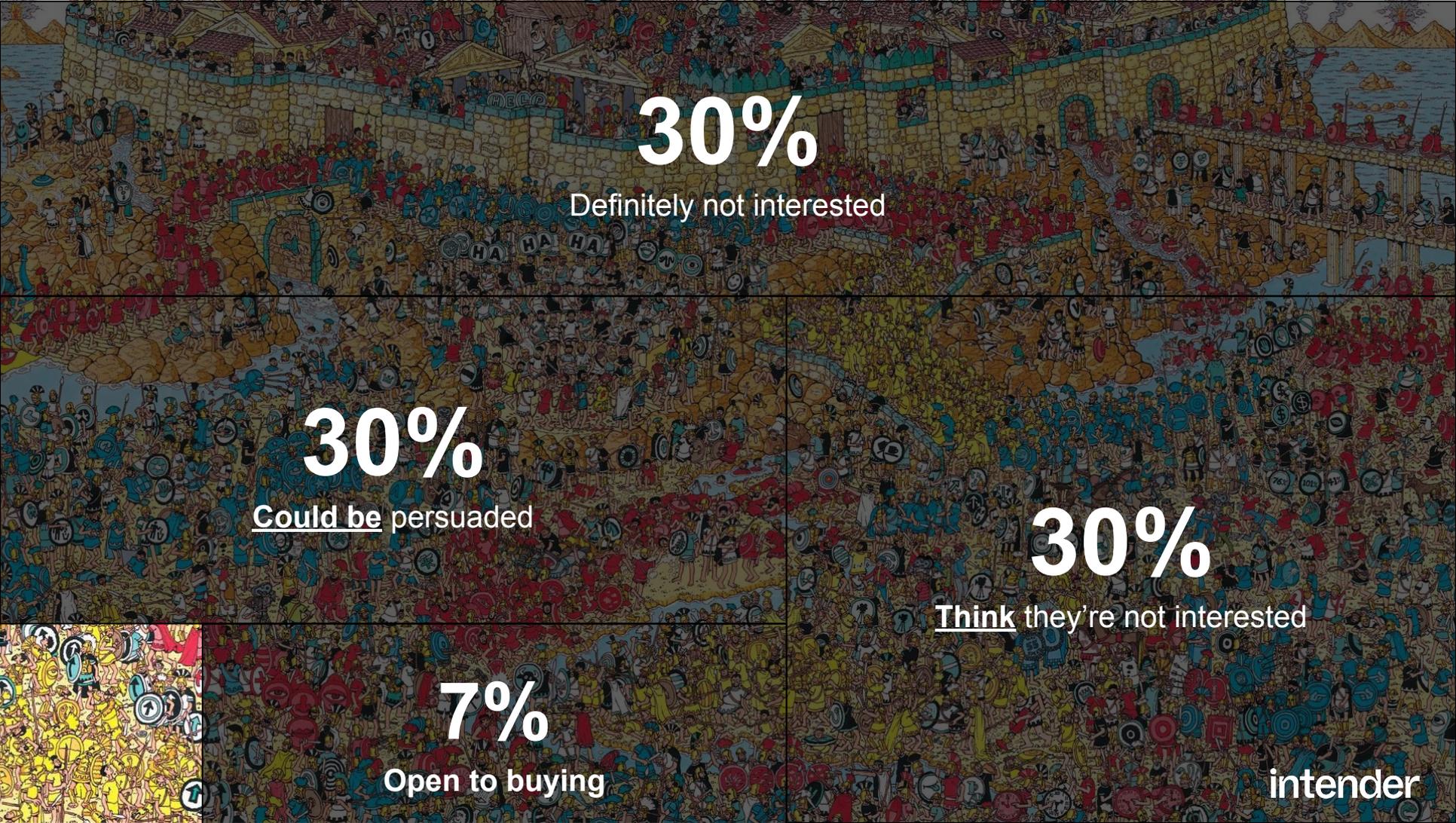
30%

Think they're not interested

intender



© marketoologist.com



30%

Definitely not interested

30%

Could be persuaded

30%

Think they're not interested

7%

Open to buying

intender



The truth is, people don't really *like* ads.

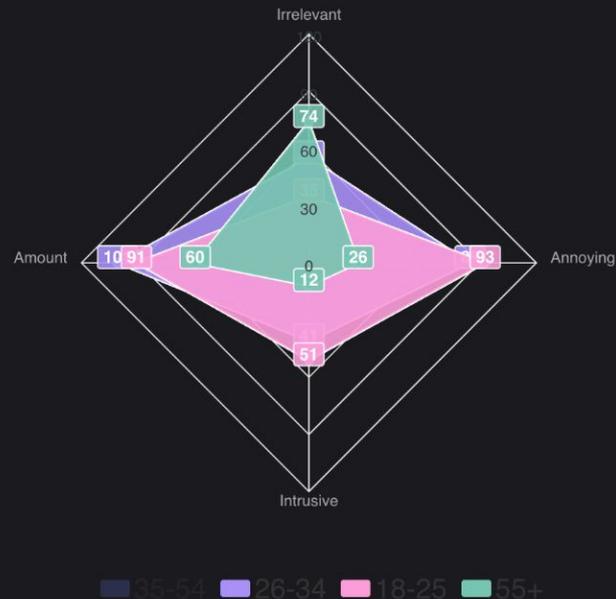
In a recent study, conducted by SurveyMonkey for their global ad study, they found that users said; Ads are overwhelming, repetitive, and irrelevant.

- Nearly **3 out of every 4 users** (74%) think there are too many ads. The number grows to 78% for adults 35+ years old.
- 63% of users say they see the same product advertised, **over and over again**.
- **44% of users find the ads irrelevant** to their wants and needs. For those 35 and older, the number balloons to 51%.

Ads are disliked due to irrelevance, frequency & privacy – our mission is to change that.

Feelings Towards Ads

SurveyMonkey Global Ad Study (2025)



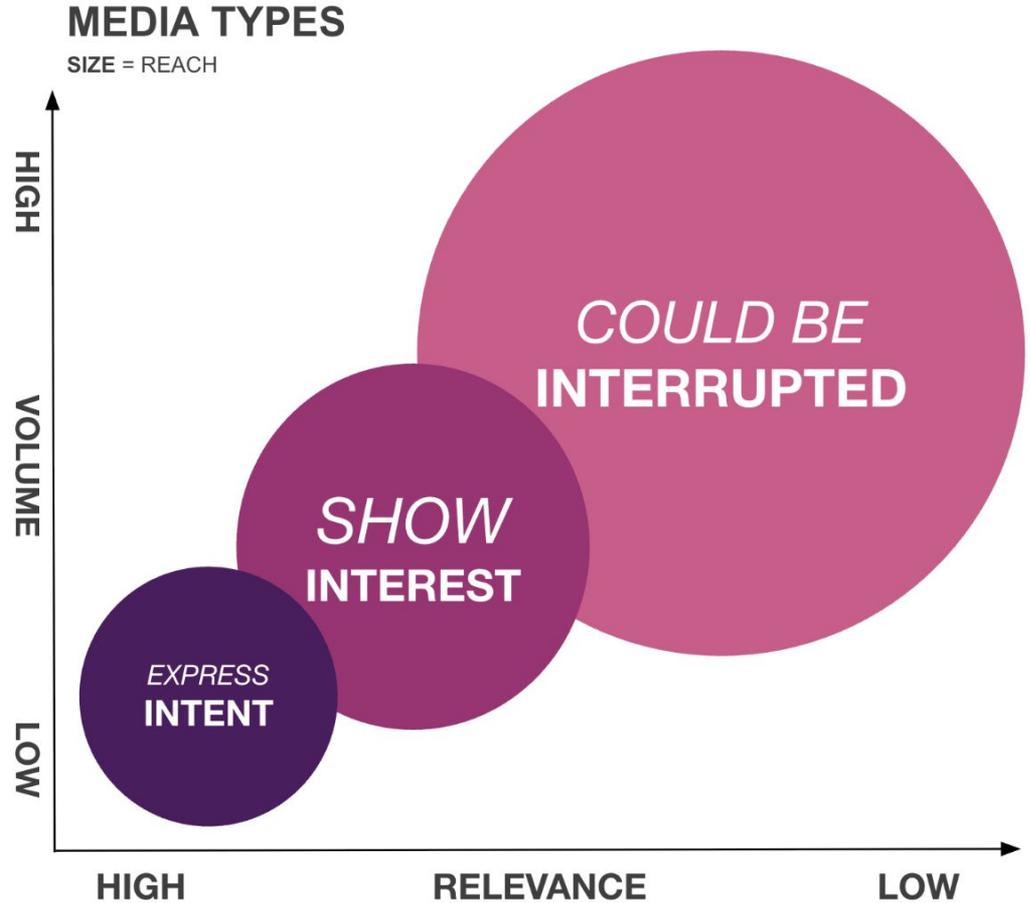
WALLY

FINDS HIMSELF



The reality is;
**People
experience
media in 3 ways.**

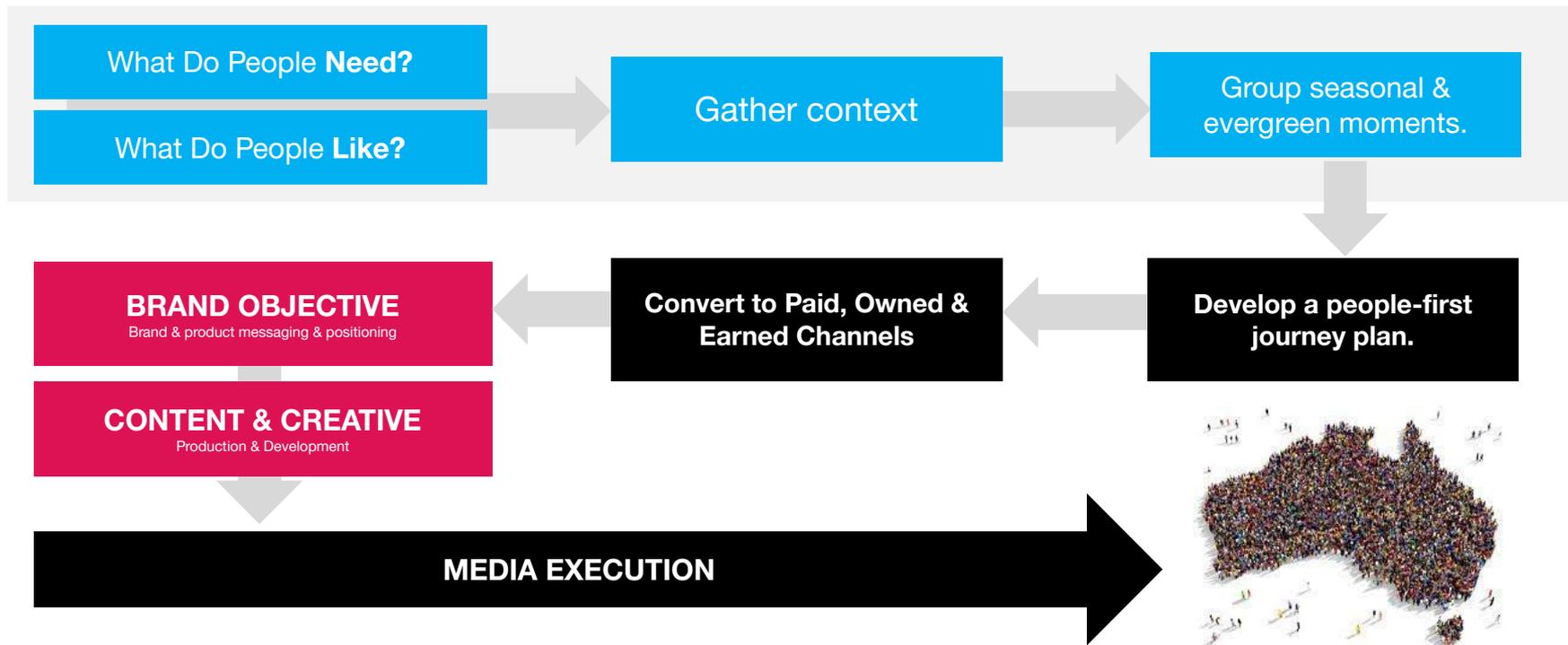
**We need to flip how
we plan media &
creative.**



Today, customers want:
The right fit
To feel valued
A fair price

People-First Planning Framework

The secret to the right message, to the right person, at the right time.



Less B2C
More C2B



WANTS & NEEDS

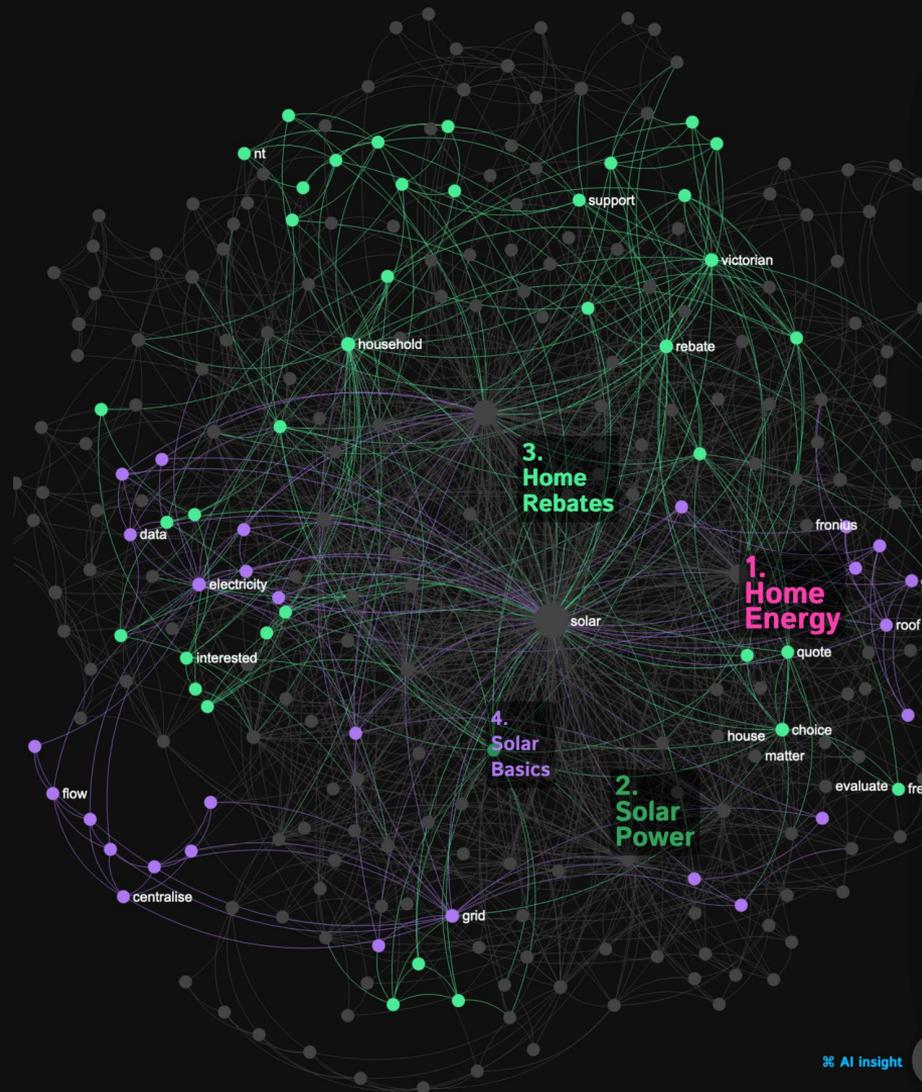
What behaviours are expressed?

Climate is a motivator.
Batteries are desirable.
Rebates are expected.
Finance is a worry.
PV tech is minefield.

MEDIA TENSION:
Solar Brilliant Basics.

MEDIA FINDINGS:

1. Adjust tone & measurement
2. Creative (x65) & content (x32) that aligns to these behaviours.
3. Prioritise spend & effort to the top 6 clusters



Topics Gap Insight Trends Stats

Sentiment Network Structure Relations

Main Topical Clusters:

1. Home Energy
21%: home energy climate
2. Solar Power
18%: solar battery system
3. Home Rebates
14%: household victorian rebate
4. Solar Basics
10%: electricity grid roof
5. Solar Finance
8%: today cost small
6. Solar Switch
8%: racy safe make
7. Solar Heating
6%: heating cooling electric

exploration wild real
5%: exploration wild real

production steadily price
4%: production steadily price

bonus offer bank
3%: bonus offer bank

storage microinverter backup
3%: storage microinverter backup

full table ? Hide Categories

3	1	14%	15%	3. Home Rebates
4	4	10%	3%	4. Solar Basics
5	7	8%	5%	5. Solar Finance
				6. Solar



FULFILLMENT

Who/what reaches these people?

Solarquotes.com.au is the leading website with 4.99% SOV and 2,073 keywords in Organic Search.

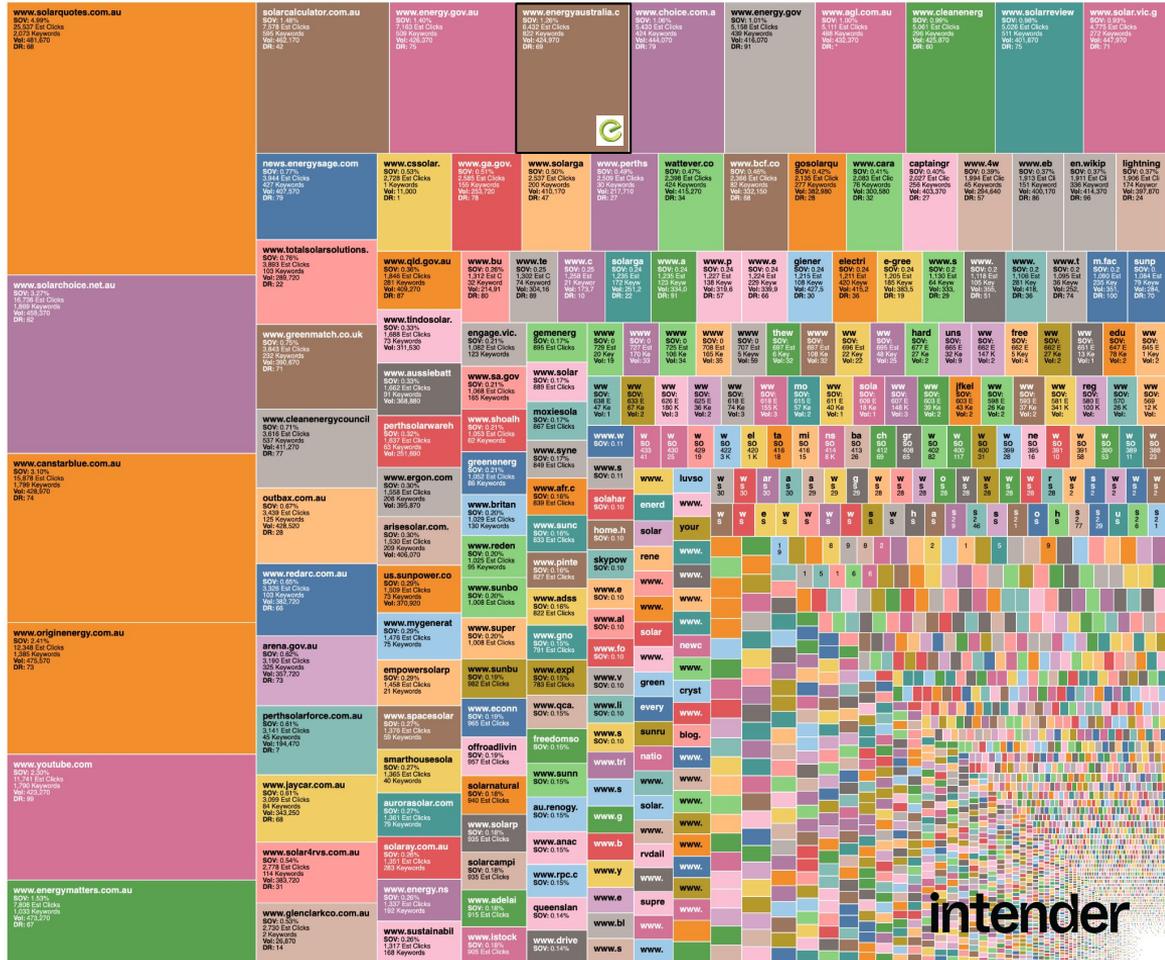
There are 45 publishers/websites that could be engaged that would add 3.2% SOV to the brand.

MEDIA ACTIONS:

1. 26 Direct Buys
2. 6x Whitelists for Programmatic
3. 12 Video Content Gaps
4. 8 New Affiliate Partnerships
5. SEO & Content Marketing focus set
6. SEM / Display Whitelist.

SHARE OF SOLAR INTENDERS: BY DOMAIN

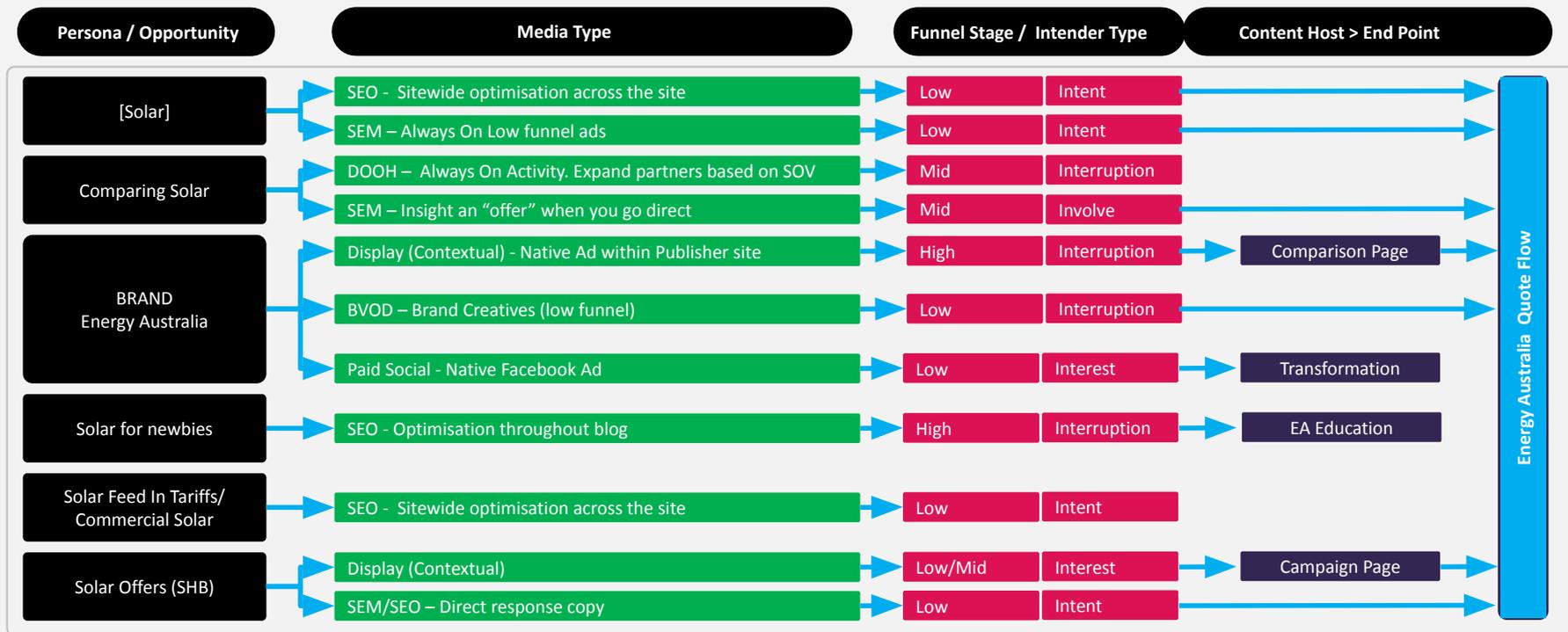
510,570 searches per month from 4,647 behaviours



intender

PEOPLE-FIRST MEDIA PLAN: Real people, real journeys.

A granular creative and media placements that align.



THANK YOU Phil Ohren

Co-founder & Head of Strategy
Noosa | Melbourne | Sydney



intender

