

American  
**PECANS**  
THE ORIGINAL SUPERNUT

## NOVEMBER 2018 MARKETING HIGHLIGHTS

### ENCOURAGING AMERICANS TO #PLEDGEPECANS THIS HOLIDAY SEASON



**Our Facebook campaign generated  
13.2M IMPRESSIONS –  
that's 92% more  
impressions than last November.**

**facebook**

American Pecans took center stage with *The Super American Pecan-A-Thon*, a first-of-its-kind online variety show, in partnership with *Epicurious*, a leading recipe website. A celebrity host, influential food and lifestyle bloggers and pecan growers from across the country shared holiday inspiration, including fresh recipes and crafting ideas, encouraging families to enjoy pecans both inside and outside the pie this season.

IN ORDER TO DRIVE  
CONSUMPTION, AMERICAN  
PECANS PROMOTES A WIDE  
RANGE OF RECIPES. IN  
NOVEMBER, WE SAW OUR  
**HIGHEST WEBSITE  
TRAFFIC IN 2018**  
AND MORE THAN HALF OF  
VISITS WERE  
**FOR RECIPES.**



OUR INFLUENCERS HELPED PROPEL INTEREST  
IN NONTRADITIONAL RECIPE OPTIONS.  
BOBBY PARRISH'S FLAVCITY PRIME  
RIB BLOG POST ALONE DROVE 37%  
OF ALL PECAN PARTNER TRAFFIC  
TO RECIPES ON THE WEBSITE

**THE STAR POWER OF OUR PECAN-A-THON HOST**  
 HELPED SECURE **26.8 MILLION IMPRESSIONS** FOR AMERICAN  
 PECANS IN POPULAR CONSUMER MAGAZINES, SUCH AS US WEEKLY  
 AND INTOUCH - THAT NUMBER IS BIGGER THAN THE POPULATION OF TEXAS



WEEKLY  
**INTOUCH**

WEEKLY  
**US**

**Life & Style**



**INDUSTRY SPREAD  
 THE WORD.**  
 THE PECAN-A-THON CAMPAIGN PAGE  
 WAS THE MOST POPULAR SECTION OF THE  
 DIGITAL TOOLKIT FOR INDUSTRY.

DIY DECORATORS LOVED AMERICAN  
 PECANS PINTEREST IDEAS, WHICH  
 REACHED MORE THAN  
 166,000 PEOPLE PER DAY

**Pinterest**

THE PECAN-A-THON KICKED OFF OUR HOLIDAY  
 CAMPAIGN TO #PLEDGEPECANS, ASKING  
 AMERICA TO MAKE ONE ADDITIONAL PECAN  
 DISH AT THEIR HOLIDAY DINNERS. THE  
 CAMPAIGN RUNS THROUGH THE HOLIDAY  
 SEASON, SO STAY TUNED FOR FULL CAMPAIGN  
 RESULTS IN JANUARY.