

APRIL 2020 MARKETING HIGHLIGHTS



FEEDING INSPIRATION TO AT-HOME BAKERS

Google

banana bread



Recent stay-at-home orders inspired many Americans to bake. Our paid search campaign served up super-fied versions of baking favorites.



As the plant-based trend continues to grow, we target consumers searching for vegetarian and plant-based recipes. Since January 1, **more than 1,400** users have arrived to AmericanPecan.com while searching for meatless inspiration – **compared to 0** at this time last year.

PLANT-BASED INTEREST
GROWS



CELEBRATING NATIONAL PECAN MONTH



The heritage and history of American Pecans were featured on local TV stations, including a segment airing in Bryan and College Station, TX, which highlighted local growers. The Original Supernut feature reached more than 36,000 viewers!

PECAN LOVE

This looks sooo yummy. It's what's for dinner this week. 

These look super good 

Yuuuuuuuummmmy looking! 

I dreamed last night about putting pecans with brussel sprouts. Looks yummy!

Yummmmmmm!! I'm going to make these tonight! 

Whoa! Gorgeous! Drooling over here!

Now you're talking 



PECAN+PRODUCE PAIRINGS

Pecans starred on air with registered dietitian Carolyn O'Neil as a nutritious option that is versatile for baking and for pairing with spring produce. The show aired to a broadcast and online audience of more than 59,000 in the Atlanta area.