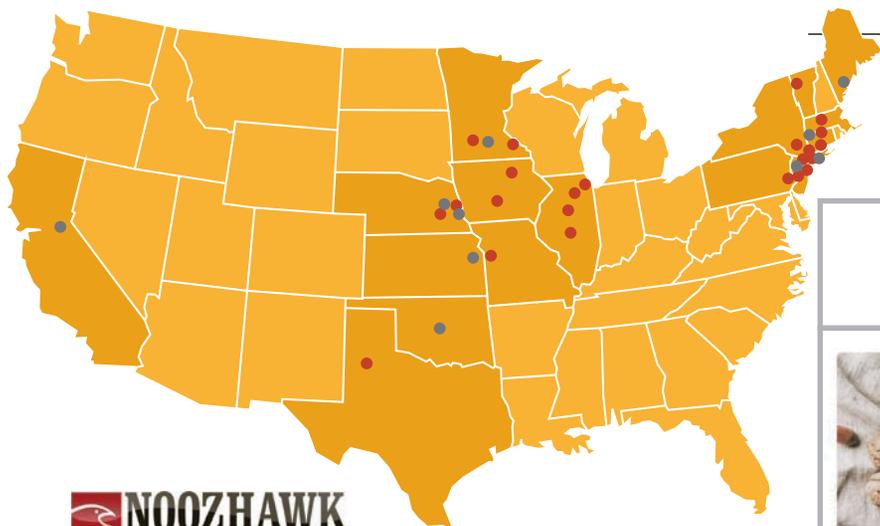


American
PECANS
THE ORIGINAL SUPERNUT

MARCH 2019 MARKETING HIGHLIGHTS

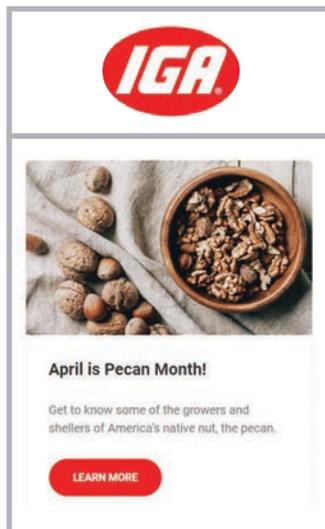
IN-STORE SUPPORT



NUTRITION

Charlyn Fargo Ware:
Heart-Healthy Food
to Change Your Life

- ACTIVATION COMPLETE
- ACTIVATION COMING!



MEET YOUR SUPERMARKET DIETITIANS!

Retail Dietitians (RDs) are supermarket employees that guide shoppers towards nutritious products. As of March, 23 RDs nationwide have put our American Pecans toolkit to use – sharing nutrition information, recipe cards, and custom shopping lists in the grocery aisles. Even more plan to activate in the months ahead!



Twitter is a great platform to efficiently use our dollars while engaging with consumers. Our National Pi Day video ad on Twitter costs **only 2 cents per view!**

PECAN LOVE

We love seeing consumers engage on social media with our recipe content – check out some of the comments we got on this month’s posts!



acookie named desire Delish 😊
4w 2 likes Reply



foodfaithfit I want all of them!
1w 1 like Reply



Kandee Nielson
Goodness this looks scrumptious
5w Like Reply

A RECIPE FOR STRONG CONTENT

Planning impactful content on social media is a mix of research, audience insights, trends and timely opportunities – such as “fauxlidays” like National Pi Day!



RESEARCH

“Cheesecake” is a popular search term in the first three months of the year



AUDIENCE INSIGHT

Gen X/Y moms celebrate quirky holidays with their families



MARKETING TREND

Social media is the best place to capture attention about timely moments



The featured recipe page for Pecan Pie Cheesecake received **9,000 website views**, with most traffic coming from Instagram

FOOD TREND

Buddha bowls are popular with health-conscious audiences



AUDIENCE INSIGHT

40% of parents are stressed about serving healthy dishes that everyone enjoys



MARKETING TREND

How-to-make-it videos of easily customizable recipes are perfect for short consumer attention spans



The Pecan Buddha Bowl video was watched all the way through more than **350,000 times** on social media