



American
PECANS
THE ORIGINAL SUPERNUT

AUGUST 2019 MARKETING HIGHLIGHTS

BACK-TO-SCHOOL INSPIRATION HITS HOME



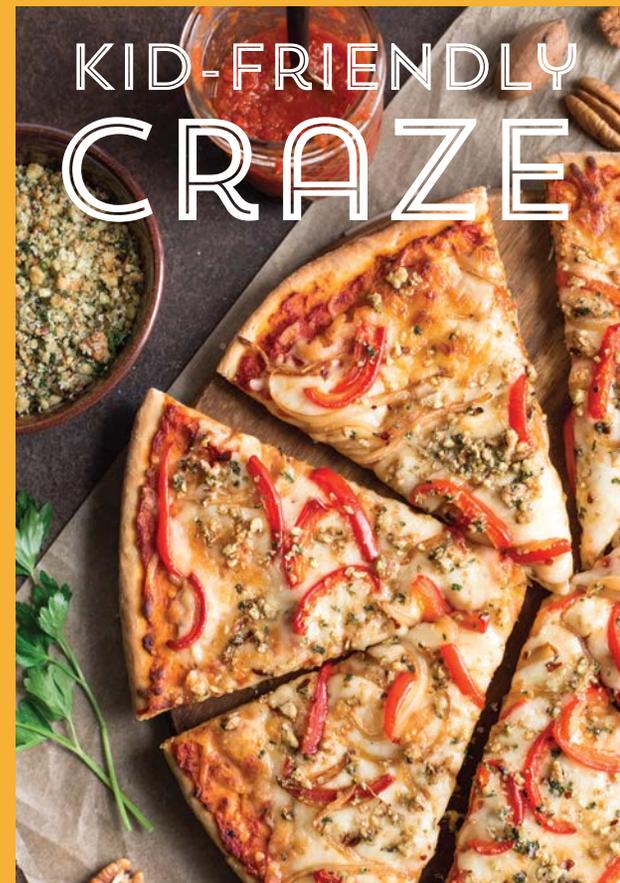
family dinner ideas

Our paid search engine campaigns resonated with parents bracing for busy, back-to-school schedules. Serving up pecan recipes to those searching for “family dinner ideas” and “lunch ideas for kids” secured the **most campaign clicks and impressions** for the month of August.

We targeted users who had recently visited AmericanPecan.com or watched Superweeks social videos with our Kid-Friendly meal plan on Facebook. This garnered a **strong click-through rate of 3.48% to AmericanPecan.com** – more than twice our program benchmark!

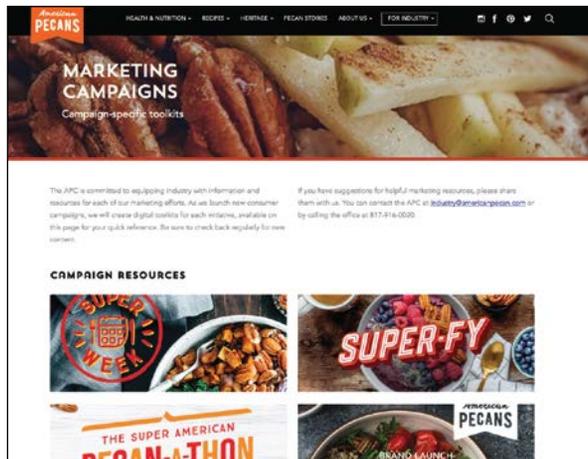


AMERICAN PECAN
COUNCIL



DID YOU KNOW?

The APC equips industry with tools to market The Original Supernut! Visits to the site's Industry section have increased more than 28% year-over-year. **More than half of users are checking out the toolkit**, where they find campaign materials, tools, tips and more.



CLICKIN' - FOR - CHICKEN

The Baked Pecan-Crusted Chicken Tenders recipe was the most-visited page of the month – 14% of all pageviews!

FRESH FAMILY FAVORITES



Our article, "Simplify Back-to-School Dinners with Nutritious Meal Plans" highlights easy ways parents can add pecans to amp up the nutrition of their weeknight creations. The article **garnered 332 placements in print and online!**

INFLUENCERS ENCOURAGE ENGAGEMENT

We partner with influencers whose online communities closely match our target audiences. Our partner content garners an **average engagement rate of 20%** amongst a Gen X and Y target audience, **more than twice** our overall Superweeks campaign average!

