

American  
**PECANS**  
THE ORIGINAL SUPERNUT

# AMERICANS WANT MORE NUTRITIOUS SNACKS

THIS YEAR, SNACKING HAS GONE INTO OVERDRIVE - AND MOST MUNCHING AMERICANS FEEL THEIR HEALTHY INTENTIONS AND CRAVINGS RARELY ALIGN. AMERICAN PECANS' RECENT CONSUMER SURVEY REVEALED THAT 70% OF RESPONDENTS WANT TO EAT HEALTHIER SNACKS. HOW IS AMERICAN PECANS ADDRESSING THAT STRUGGLE?

THIS SEASON'S CLEAN UP YOUR SNACKS CAMPAIGN PUSHED PECANS AS A NO-COMPROMISE OPTION - NUTRITIOUS AND DELICIOUS. CELEBRITY SPOKESPERSON ANGELA KINSEY HELPED DRIVE THE CAMPAIGN, FROM SOCIAL POSTS TO MAGAZINES NATIONWIDE, ENCOURAGING THE NATION TO CHOOSE AMERICAN PECANS FOR THEIR SNACKING NEEDS.



## AMERICA VOTES

FOR PECAN SNACKS

Angela polled her 1.9 million Instagram followers through an Instagram Story - to find some pecan-loving results.



MORE THAN  
**70%**  
OF RESPONDENTS  
ALREADY SNACK  
ON PECANS

TWO-THIRDS OF  
VOTERS PREFER  
TO SNACK  
**STRAIGHT**  
FROM THE BAG!

To stay up to date with our marketing efforts and how your industry dollars are making an impact, visit [AmericanPecan.com](http://AmericanPecan.com) and register for our industry newsletter. On the website, you can also access marketing resources and reports in the Industry Toolkit (password: pecans18).

## AMERICAN PECANS IN CHINA

VOGUE.COM



china.com  
中华网 资讯

界面  
JIEMIAN.COM

中视网

搜 狐  
SOHU.COM

ELLE

As part of consumer marketing efforts overseas, we are working to educate Chinese consumers on the difference between American Pecans and the local hickory nut (often mistaken for a pecan). Our local team worked with media to tell the story of pecans' health and versatility, focusing on busy consumers living in the city of Shanghai. This outreach has garnered more than **20.2 million impressions with Chinese consumers.**



34.8  
MILLION  
IMPRESSIONS

## PECANS IN PRINT

Angela's celebrity features in Life & Style and InTouch magazines promoting pecan snacking tips and usage inspiration secured 34.8 million impressions in print alone.

On the magazines' websites, readers spent 2X as long and 3X as long reading the American Pecans article than the average stories on those two sites.

Life & Style

2X  
AS LONG



InTouch

3X  
AS LONG



## CLEANING UP AMERICA'S SNACKS

Living in times of remote working, our snacking habits aren't the only thing that could use some straightening up. We asked Americans to submit photos of their messy, crumb-riddled workspaces for a chance to win a year's supply of pecans and other nutritious snacks, plus an American Pecans-branded desk clean-up kit.

Angela's stardom helped drive awareness and entries in the Clean Up Your Snacks sweepstakes – 1 out of every 4 visitors to the sweepstakes landing page submitted an entry.

1 IN 4

VISITORS TO THE WEBSITE  
SWEEPSTAKES PAGE  
SUBMITTED AN ENTRY