

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



intouch **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.