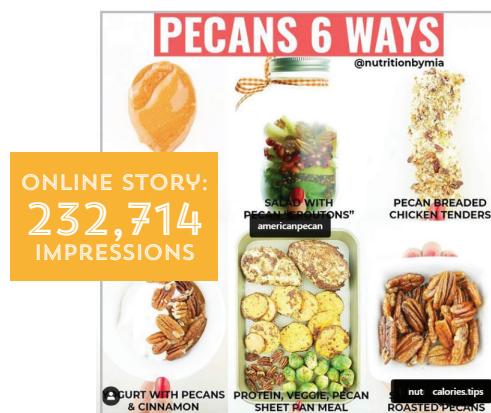


# American PECANS

THE ORIGINAL SUPERNUT

## APRIL 2019 MARKETING HIGHLIGHTS



BROADCAST  
VIDEO CLIP:  
15,595  
IMPRESSIONS



SOCIAL MEDIA  
ENGAGEMENT:  
1,440  
LIKES, COMMENTS  
AND SHARES

## PECAN PARTNERS SHOWCASE THE ORIGINAL SUPERNUT!

Registered Dietitians are telling the nutrition story of pecans – especially during National Pecan Month! These influential RDs reach an audience that is interested in health and eager to explore new foods and products.

Our Pecan Partners' voices go beyond one news story or blog post, with social media spreading the word to their followers and beyond.



## CONSUMERS LEANING TOWARDS SAVORY OPTIONS

The Super-fy and Superweeks campaigns are focused on sharing savory ways to use pecans, making pecans an everyday staple. So far this year, 7 of the top 10 most visited recipes on our website are savory – indicating that consumers are showing sustained interest in new ways to use pecans.



# USING CONSUMER TRENDS & SOCIAL TACTICS TO MARKET AMERICAN PECANS

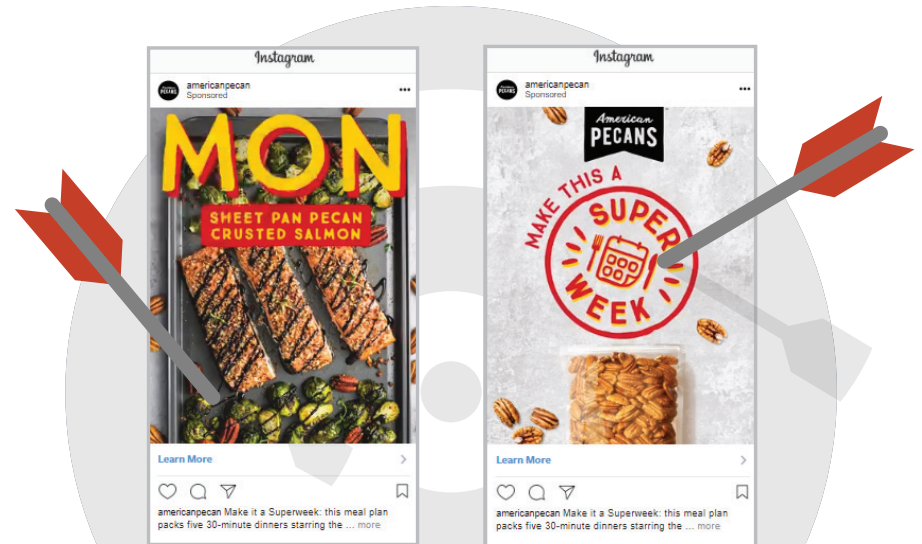
## INTRODUCING INSTAGRAM STORIES

**104.7**  
**MILLION**  
**INSTAGRAM**  
**USERS IN THE US**



*Social media is constantly evolving, providing new ways for consumers to interact with content. One of the biggest trends is Instagram Stories – views of stories are growing 15x faster than regular, in-feed content.*

*American Pecans has expanded social media marketing to Instagram Stories – and these segments generated our **top two highest video views of April!***



## THE POWER OF RETARGETING

On social media, we “retarget” by showing American Pecans content to people who have recently visited our website or watched our videos. This strategy allows us to continue to lead consumers along the purchase journey, in an effort to convert content viewers to pecan purchasers through recipe inspiration.

**The two best performing ads on social media this month were remarketed content.**