



American  
**PECANS**  
THE ORIGINAL SUPERNUT

## AUGUST 2019 MARKETING HIGHLIGHTS

### BACK-TO-SCHOOL INSPIRATION HITS HOME



Google

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!



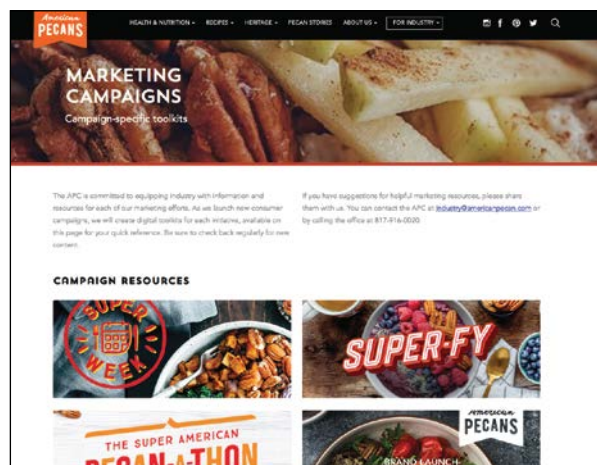
AMERICAN PECAN  
COUNCIL

### KID-FRIENDLY CRAZE



# DID YOU KNOW?

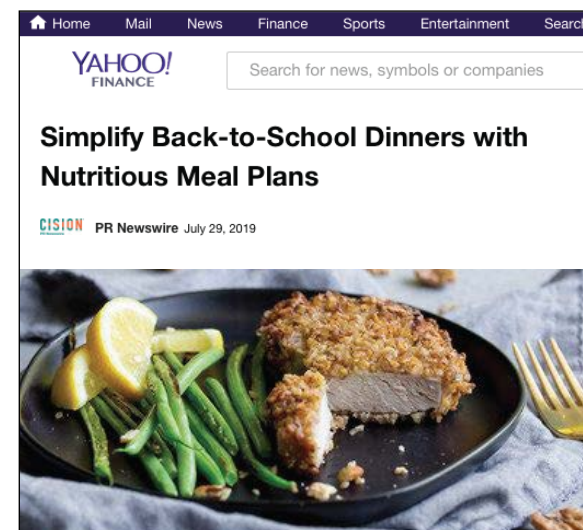
The APC equips industry with tools to market The Original Supernut! Visits to the site's Industry section have increased more than 28% year-over-year. **More than half of users are checking out the toolkit**, where they find campaign materials, tools, tips and more.



## 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!

