



IN A NUTSHELL

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Pecans for Lent

We're always on the lookout for new ways to introduce pecans to media contacts. The beginning of Lent posed an ideal time to focus on meatless recipe options and position pecans as a "plant-based protein." This approach landed hits like [this](#) local *Times News* feature in Pennsylvania!

Lenten meals: Pecans provide a tasty, plant-based alternative to meat

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OUR TARGET AUDIENCE: WHO THEY ARE AND WHY THEY ARE OUR FOCUS

You've probably heard us talk about reaching our "target audience" and may be wondering – who is this audience, and why did the American Pecan Council choose to focus on them?

When we refer to target audiences, we are simply talking about a specific group of people who – based on unique defining traits – represent the greatest opportunity for expanding the purchase and consumption of pecans. A target audience is critical to ensuring that valuable marketing funds are being spent where they can make the biggest difference.

What does this mean for American Pecans?

This means that our target audience does not include folks who are already loyal pecan purchasers. That is the key reason that industry members see less of APC marketing efforts than the average consumer – you already know about and consume pecans!

As we then look at audiences who are not yet pecan lovers, we further focus in on demographics that represent the largest purchase potential. This is not to say generating broad awareness among a greater population set is not important – if we had our way, we'd convince *everyone* to

eat pecans! But we know there are some groups who will be easier to reach and convince using fewer resources. For this reason, we have identified a specific target audience to focus our marketing efforts and make sure we're making the most effective and efficient use of industry dollars.

Who is APC's target audience and why?

Developing a target audience is a tailored process that must first start with consumer research. We started with a base question: who would buy the most pecans when properly motivated?

Those who cook at home multiple times a week, with multiple mouths to feed would be most likely to purchase larger quantities of an ingredient or snack. Going deeper, we knew that nutrition was a critical piece of our pecan story – so our target audience is also health conscious and looking for ways to make their weekly meals more nutritious.

Most importantly, we needed to ensure our target audience had purchasing power – individuals who are likely to make the everyday spending decisions for their household, particularly when it comes to food. Our research found that **moms in Generations X and Y** fit the bill on all counts:

- 56 percent of moms with children 18 or younger **cook at least 3 meals at home a week** and have "healthy foods" listed as a "MUST" when considering their weekly plans.
- These moms **love learning about new ingredients** and are interested in trying new recipes – 60 percent of moms look up new food ideas while they're cooking.
- 78 percent of Gen X and Y moms are **in a grocery store at least once a week**, indicating they hold the food purchasing power for their households.

While some of our marketing efforts cast a wide net for all potential pecan consumers, we focus the majority of our efforts on our target audience of Gen X and Y moms with kids at home.

Identifying our target audience allows us to tailor our marketing techniques. For example, consumer trends showed that Instant Pots have become popular among busy moms, so we worked with an influencer partner to create a

recipe incorporating pecans into an easy weeknight dinner using an Instant Pot. Targeted search engine advertising suggested the recipe and our website to Gen X and Y moms who searched online for “instant pot recipes” – generating 34 percent of clicks to the APC website in a single month!

What’s next? How do we plan to continue reaching this audience?

We have already seen how investing our funds toward marketing tactics that reach Gen X and Y moms allows us to stretch our dollars to get the most out of industry’s resources. In this next phase of marketing, we remain focused on reaching this audience and showing them how pecans can be a nutritious, delicious part of their regular routine.

This spring and summer, we’re introducing the concept of Superweeks – a week of meals incorporating pecans. With this campaign, we’ll show Gen X and Y moms the many uses for pecans as they plan their meals for the week, as well as tap into their desire to put creative and healthy dishes on the table for their families.

The Superweeks concept also shows the value of our product – we know pecans are a premium product, so showing how versatile just one bag can be encourages our target audience to add them to their regular, weekly grocery haul.

To do this, we’re leveraging traditional media outreach – sharing our Superweeks story with news outlets from coast to coast – as well as social media targeting. We’re also harnessing the power of a new group of influencers and bloggers who specialize in meal-planning guides and menu creation to connect directly to our ideal consumer.

With Superweeks, we’ll reach our target audience via the channels they most often turn to for meal planning, with a message that will most resonate with their desire to feed their families quick, nutritious and delicious meals.

RESULTS AND REASONING: HOW YOU CAN STAY CONNECTED

Today’s marketing landscape looks very different than that of our parents, grandparents – or even ourselves five years ago! The most efficient tactics for reaching consumers are constantly shifting and changing, and it’s our promise as the stewards of your Federal Marketing Order to stay smart on what new channels are most effective for spreading the word about American Pecans.

While we aim to provide timely and thorough updates on our consumer marketing efforts, we know many of you may want to learn even more about our campaigns and strategic tactics. This summer, we’re hitting the road to share updates on APC – including our marketing program – at conferences throughout the country. We look forward to connecting with you in person at these events, and hope that you’ll take the opportunity to share your thoughts and ask any questions you may have.

In the meantime, we’re committed to sharing updates on marketing results with you on a monthly basis – through these newsletters and through the Digital Toolkit for Industry at americanpecan.com/industry. Be sure to check out the “Your Dollars at Work” page to access our Monthly Marketing Highlights reports, which showcase key results from marketing activities each month.

CALENDAR OF EVENTS

American Pecan Council General Council Meeting

April 10, 2019

Dallas/Fort Worth International Airport

Oklahoma Pecan Growers Association Annual Convention

June 15-19, 2019

Ardmore, OK

TriState ArkLaMiss Pecanference

June 20-21, 2019

New Roads, LA

For a complete list of upcoming industry events & educational courses, visit the [Industry Events page](#) on AmericanPecan.com



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