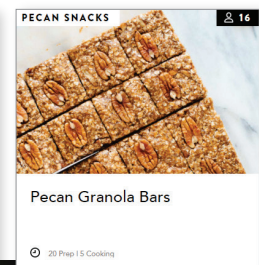
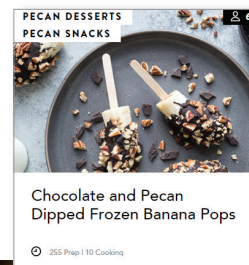


AMERICA SATISFIES CRAVINGS WITH PECANS

WITH KIDS OUT OF SCHOOL AND SUMMER TEMPS HEATING UP, MORE AMERICANS ARE TURNING TO SATISFYING SNACKS AND COOL, REFRESHING DESSERTS THEY CAN MAKE AT HOME.

From Toasted Oat and Pecan Smoothies and Pecan Granola Bars to Chocolate and Pecan Dipped Frozen Banana Pops, consumers are finding pecans to be a perfect addition to their favorite recipes. And they're showing their pecan love in our comments! Our favorite this month: **"I love pecans. I use them in recipes that call for walnuts.** I eat them straight out of the bag. I toast them. I chop them in pieces and mix them with dried cranberries and there's my own version of trail mix. Yum!"

**"PECANS ARE
MY FAVORITE"**



PECANS PUT THE "SMOOTH" IN SMOOTHIE

One of American Pecans' goals is to encourage consumers to enjoy pecans well beyond the fall and holiday seasons. Smoothies are the perfect opportunity to draw in summer recipe seekers.

The word "smoothie" is searched most often during the summer months, so we are promoting our Toasted Oat and Pecan Smoothie recipe through paid social. This has resulted in a **very high click-thru rate (CTR)** of 5.26% to our site and **nearly 20,000 consumer views and touchpoints.**

Online recipe hunters – primed for purchase, but not yet considering pecans – are a terrific audience for our pecan-enhanced recipe creations.

To stay up to date with our marketing efforts and how your industry dollars are making an impact, visit AmericanPecan.com and register for our industry newsletter. On the website, you can also access marketing resources and reports in the Marketing Toolkit.

ANALYSIS + OPTIMIZATION = STRONG RESULTS

We continually analyze the performance of paid social media advertisements to optimize for strongest ROI. Because men were increasingly engaging with our content, we launched new ads that were more gender neutral. Since then, consumer views and touchpoints have **increased 39%** and link clicks to learn more on our site **increased 58%**. In recent weeks, users were **2x more likely** to click on the new creative than the previous creative, indicating our new look is resonating with consumers.



THE IDEA OF
OLD-MEETS-NEW
IS A HOT TREND
IN THE REGION.



450,000
CONSUMER
VIEWS AND
TOUCHPOINTS

Strong influencer partnerships boost brand awareness and help connect American Pecans with loyal audiences primed to purchase recommended products.

In China, Pecan Partner Guren is working to unite cultures through food. She recently demonstrated how to create traditional Chinese dishes using American Pecans. The collaboration led to **nearly one million views**, with her video making it to the **Top 100 Videos of the Week** on Weibo (Chinese equivalent of Twitter with 520 million+ active users).

PARTNERS IN CHINA
DRIVING
RESULTS

BAKLAVA
LOVES
PECANS

Mashed, a go-to online outlet for all things food, recently shared a new take on baklava that calls for the all-American pecan instead of the more traditional pistachio or walnut.

In addition to a delicious dessert recipe, which received nearly **450,000 consumer views and touchpoints**, the author also provided some pecan heritage facts and nutrition info, citing the American Pecan Council as the source and linking to the nutrition page on AmericanPecan.com.