

American
PECANS
THE ORIGINAL SUPERNUT

IN A NUTSHELL

RECAPPING AMERICAN PECANS' BEST YEAR YET

Fiscal Year '21 has come to a close, so we're looking back on the best year ever for American Pecans marketing efforts. We expanded and refined our target audiences, optimized keywords for Google search ads, took advantage of timely consumer trends and tailored social content to increase engagement across the board.

These strategic changes – and a focus on continual growth and improvement – led to the **highest ever earned media results** in a fiscal year (**more than 493 million consumer views through news stories alone**) and the **most efficient cost-per-click rate ever (\$0.85)**, leading more and more consumers to our website for nutrition, snacking and recipe inspiration. American Pecans even won a coveted award for its Super Safe Pecan Debate program – our best-performing, highest ROI campaign to date!

Beyond stateside, American Pecans completed multiple successful influencer activations in China, and selected a marketing partner in Germany for a new program kicking off this holiday season.



EXPANDED TARGET AUDIENCES



INCREASED CONSUMER VIEWS & TOUCHPOINTS

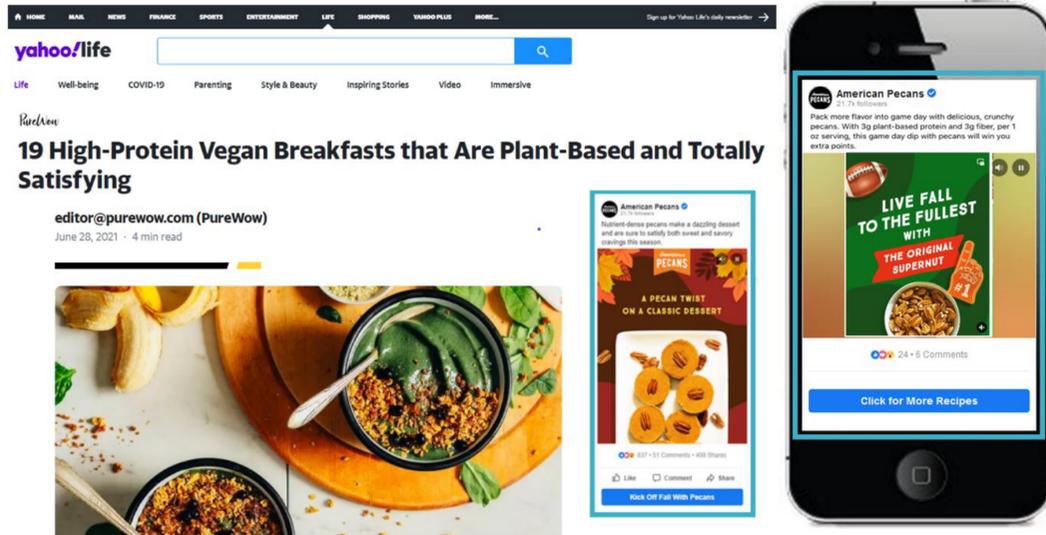


DECREASED COST PER CLICK

EXPANDING ROI FOR SOCIAL CONTENT

American Pecans recently tested a new paid social media strategy using the Amobee program, which repurposes social content that was created for Facebook and Instagram for use on websites – known as programmatic display ads.

This allows us to expand outside of the walls of social media with existing assets, while providing the same look and feel as our American Pecans branded social content – saving both time and money.



Two American Pecans fall ads – one displayed on a webpage vs. one on Facebook mobile.

UTILIZING VIDEOS TO CONNECT WITH AUDIENCES



Pecan Partner Tati Chermayeff (@healthfulblondie) is utilizing an increasingly popular Instagram feature in her social posts – Reels (similar to TikTok) – to reach consumers who are eager for recipe videos. Recently, she posted a reel with step-by-step instructions for how to make No Bake Pecan Bark – a four-ingredient snack.

Food videos became increasingly sought-after during the pandemic, due to a change in eating occasions, and research shows a surge in at-home food experimentation. With the power of social media, influencers like Tati can leverage these cultural insights to create content that better engages with primed-to-purchase consumers.



PECANS GO PICNICKING IN CHINA

Recently, our team in China distributed American Pecans picnic baskets filled with fresh pecans, pecan-snacking inspiration and American Pecans-branded items for the Mid-Autumn Festival, a traditional Chinese holiday that celebrates the end of harvest.

The picnic baskets went to more than 120 KOLs (key opinion leaders – the local term for “influencers”) as well as food or lifestyle writers, building awareness and seeding interest for future coverage. Picnicking has increased in popularity as people became eager to be outdoors while staying safe.



Media and influencers show off their American Pecans picnic baskets on social media.

FOR THE TIMELIEST UPDATES, HEAD TO AMERICANPECAN.COM AND ENTER YOUR EMAIL UNDER THE INDUSTRY REGISTRATION TAB.

FOR ASSISTANCE, PLEASE CALL OUR OFFICE AT 817.232.0085.