

HOLIDAYS AND PECANS

A MATCH MADE IN HEAVEN

HOLIDAY CAMPAIGN DETAILS

PECANCELED FLIGHTS SET RIGHT



We know better than anyone how important it is for loved ones to gather and have quality turkey (and pecan) time – our beloved nut is part of Americans' favorite holiday meals and moments.

As many faced travel challenges en route to their gatherings, our holiday campaign **kept pecans top of mind** while helping delayed travelers in two delicious ways.

- Partnered with Farmer's Fridge in select major airports coast-to-coast to offer free, **limited-edition pecan pie snack bites** to anyone whose flight was delayed or canceled.
- Launched a Pie in the Sky Sweepstakes where one unlucky traveler, who had to miss their Thanksgiving as the result of a 'pecanceled' flight, became the lucky winner of **first-class air travel for the next five years** to the Thanksgiving destination, a travel accessory package, a Thanksgiving meal delivered to their door, and a years' worth of American Pecans.

PECANS MAKE HOLIDAY HEADLINES

Aerospace & Defense

"U.S. Thanksgiving air travel set to be busiest since pandemic began"



REUTERS

12

MILLION +
CONSUMER VIEWS
AND TOUCHPOINTS

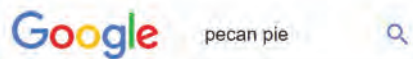
"Win First-Class Tickets to Your Thanksgiving Destinations for the Next 5 Years – Here's How"

TRAVEL+LEISURE

American Pecans was featured in top-tier outlets, including Reuter's, Travel + Leisure, Yahoo! News, Elite Daily, and more, as well as local outlets across the nation as part of the Pecanceled Flights Set Right campaign.

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.

SEARCH LED MORE PEOPLE TO AMERICANPECANS.COM & PECAN PIE



Leading up to the holiday season, paid search generated nearly **40,000 clicks** to the website in just one month, which led to over **700,000 CVTs** and a very high **click-through rate of 5.11%**. Thanks to ongoing optimization, that's a 29% increase in clicks to the website and a 64% decrease in ad spend compared to the same period year over year.

And to top it all off, "pecan pie" recipe views were up nearly 10x compared to that of November 2020. By leveraging the popularity of the delicious pie around the holidays, many Americans visited our site for the first time, where they could also find nutrition information and additional recipe inspiration.



INFLUENCERS WENT NUTS FOR OUR PECANCELED MAILERS

To generate interest and buzz surrounding our Pecanceled Flights Set Right campaign, American Pecans created and distributed mailers (aka Pecanceled Suitcases) filled with campaign-branded travel goodies, fresh pecans, and samples of limited-edition pecan pie bites from Farmer's Fridge.

From unboxing videos and adorable pictures, the mailers received rave reviews and helped us to generate positive sentiment and boost awareness among their loyal followers. Their love of the pecan mailers generated over 22 social posts and news stories.

Meanwhile Pecan Partners and recipe developers engaged their followers with delicious, seasonal recipes, highlighting the versatility and nutrition benefits of The Original Supernut™.

THAT'S A WRAP PECAN POWERHOUSE WEBINAR SERIES



In 2021, we launched our Pecan Powerhouses Webinar Series covering pecans' tree-to-table story. The series garnered **1,266 registrants** over four events, recruited **134 new Pecan Powerhouses Network members** and reached **93K+ health professionals** via targeted webinar promotions.

"Pecans typically aren't the first type of nut that come to mind; however, after knowing more about their nutritional value, I'll be more likely to recommend them. Thanks for providing us with the knowledge and resources!"

In our Q4 webinar, chef and registered dietitian Kristy Del Coro discussed holistic health strategies, including convenient culinary pairings and evidence-based lifestyle habits. Kristy's tips are useful for health professionals and consumers alike as we head into the colder months. Visit the industry news page of our website to watch the full recording.