

American
PECANS
THE ORIGINAL SUPERNUT

IN A NUTSHELL

This spring, we celebrate the four-year anniversary of launching the American Pecans consumer brand, one of the first major milestones for the APC. Today we're looking back at additional milestones and recapping some of our most impactful marketing successes to date.

DRIVING ROI THROUGH DIGITAL MARKETING



DID YOU KNOW?

A January 2021 marketing study by Texas A&M University calculated that our industry receives **\$9.90 in marketing benefits for every \$1 spent.**

In 2017, our consumer research confirmed what many of us knew to be true – the majority of US consumers had little familiarity with our beloved nut. What some saw as an uphill battle, we knew to be a huge opportunity. To reach an audience both wide and targeted, we put digital marketing at the core of our program, providing the biggest return on your investment.

Thus far, we've generated more than **two billion Consumer Views & Touchpoints (CVTs)** across search engine advertising, earned media, and social media, in addition to approximately one billion CVTs in traditional advertising. And for two consecutive years, Pecans has been **#1 among nuts in social media conversation**, with our percentage increasing YOY.

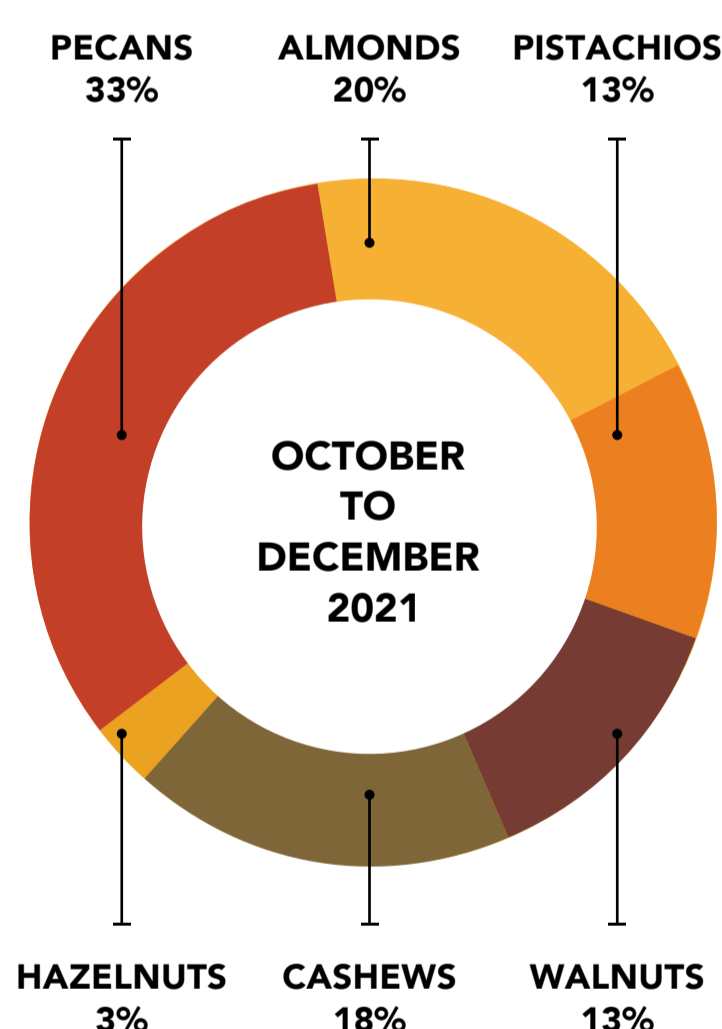
WINNING SHARE OF VOICE

We work to keep pecans top of mind for consumers, especially leading into our peak selling season during the holidays. We use Share of Voice (SOV) – our share of news and social media conversation vs. competing nuts – to help us gauge success.

Early in our FMO, we overtook the **top spot in SOV during the holidays** and achieved top 3 status during the rest of the year – we have maintained those rankings every quarter since. Pecans was **#1 in SOV** among all competitors in our most recent fiscal year, growing our lead from FY 2020.

In addition to securing the top spot in social media conversation, we've secured thousands of print, broadcast and online media stories, including Good Morning America, Reuters, Travel + Leisure, Food & Wine, PARADE, dozens of major daily newspapers and more.

Earned + Social Media Coverage



RECIPES INSPIRING THE NEXT PECAN LOVERS



Online recipe hunters are primed for purchase, and we're successfully intercepting them through search engine advertising, bringing in **more than 780,000 new visitors** to AmericanPecan.com where consumers also learn about the versatility and nutrition benefits of pecans.

To date, we've developed and shared more than 225 pecan-inspired recipes on our website, securing **2.8 million+ recipe views.**

As a reminder, in addition to resharing these recipes on social media, you can order printed recipe cards by emailing industry@americanpecan.com or even print them yourself from our toolkit!

🔍 healthy snack recipes

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FOR ASSISTANCE, PLEASE CALL OUR OFFICE AT 817.232.0085.