



GROWING MARKET SHARE

OCTOBER 2021- SEPTEMBER 2022
INTEGRATED MARKETING PLAN





Pecans are still not as top of mind to other nuts like macadamia, pistachios, walnuts, cashews, and peanuts

15 growing states from North Carolina to California

Nut consumption in the U.S. has been steadily increasing

Seem to be the underdog nut, despite their amazing taste and easy digestive properties

Other nut programs have time and resources under their belts.

Just 4 years ago, pecans were at 12%; now, they are at 32% to 33%.

Data shows that prior to the Federal Marketing Order (a little over 4 years old), the U.S. Pecan industry remained stagnant regarding overall growth, domestic and international demand, and consumption.



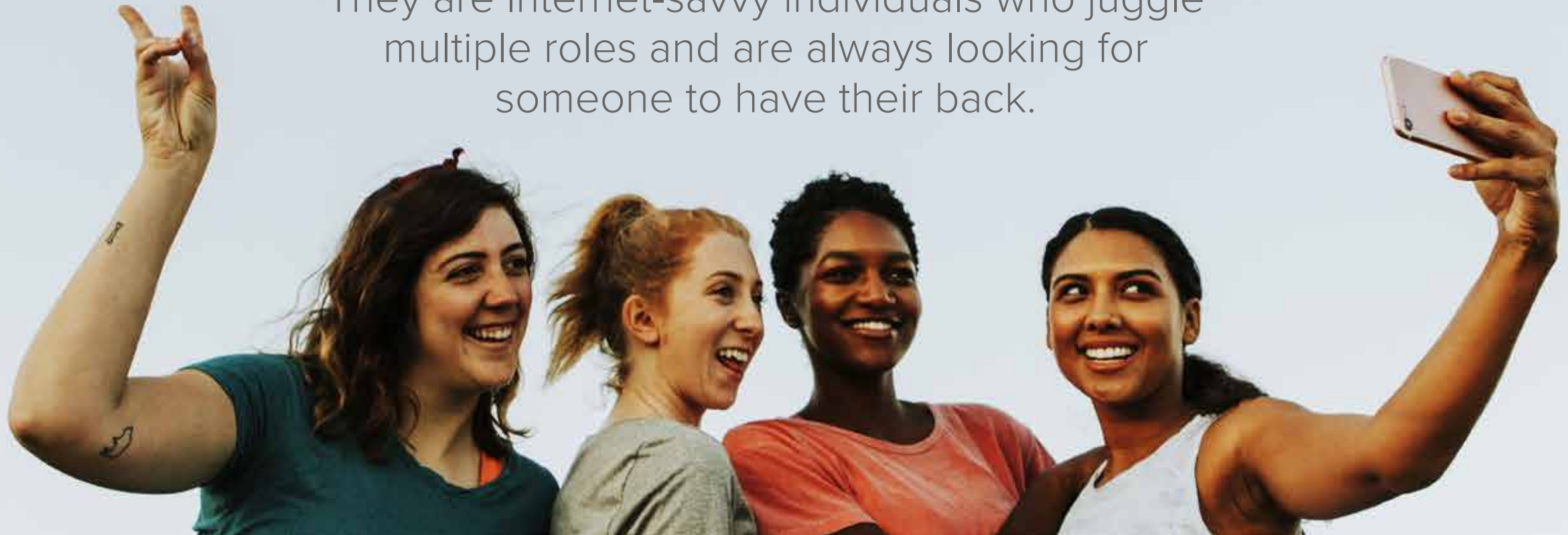
The nut industry, in general, seems to keep having the same old conversation about health benefits.

WE NEED TO SAY SOMETHING DIFFERENT AND STAND OUT



MILLENNIAL MOMS ARE A **FIERCE** CONSTRUCT OF THE **MODERN WOMAN**

They are Internet-savvy individuals who juggle multiple roles and are always looking for someone to have their back.



56% of moms in the United States feel that marketers don't understand them.

It comes from marketers showing them to be saintly, perfect people with the hardest job in the world. **Moms say they see themselves as flawed, and that motherhood is an emotionally complex role, not a job.**

Top Roles of Moms in a Typical Day

- > Career/Worker
- > Coach
- > Hero
- > Fan
- > Friend
- > Playmate
- > Rule Breaker

MOMS ARE MORE LIKELY TO:

Share the details of their lives

Share photos and videos

Support & Talk to Each Other

Traverse Digital Pathways

Recommend their favorite brands

“In nature we never see anything isolated, but everything in connection with something else which is before it, beside it, under it and over it.”

— Johann Wolfgang von Goethe

THE GOAL IS TO

To create a marketing campaign that **CONNECTS MOMS AND GROWERS**. One that goes beyond health benefits, and becomes a more personal relationship through **EMPATHY** and an **UNDERSTANDING** of their needs.



Mouthwatering & Connective

This direction plays on the farm to fork movement and that people (especially, moms) want to know where their food comes from. This campaign could highlight growers to tell their stories to those who want to know.



Possible Headlines

1a

From Orchard to Oven

1b

From Orchard to OMG!

2

From Orchard to Occasion

3

From Orchard to On-the-Go



American
PECANS
THE ORIGINAL SUPERNUT

FROM ORCHARD TO OVEN.

GET TO KNOW THE GROWERS AT PECANPROFILES.COM

0185



A billboard advertisement for American Pecans. The billboard is divided into two main sections. The left section features a man in a blue shirt and a dark cap, smiling. Above him is the American Pecans logo. Below him, it says "Grown by" followed by his signature "Matt Hyland" and "GET TO KNOW MATT AT PECANPROFILES.COM". The right section features a large, close-up image of a pecan pie on a wire rack, with a small cup of coffee and some pecans nearby. The text "FROM ORCHARD TO OMG!" is overlaid in large, white, bold letters across the pie.



Visual & Emotional

This idea makes a connection based on empathy. The use of the word “Raised” instead of “Grown” makes the connection to the growers more emotional, because moms raise families, too.



Possible Headlines

1

Raised with care,
for bakers in training.

2

Raised with care,
for keeping
traditions alive.

3

Raised with care,
for movers & shakers.





Clean & Empowering

These messages show that we see moms and recognize them for who they are or what they aspire to be. The message acts as a cheerleader of sorts. This also let's us talk about the benefits of pecans in a different way than our competitors.



Possible Headlines

1

They're mighty.
Just like you.

2

Packed with goodness.
Just like you.

3

They have great taste.
Just like you.



A billboard advertisement for American Pecans. The billboard has a blue background with a pattern of radiating lines and a dotted texture. In the center, a hand is shown holding several pecans. To the left of the hand, the text "THEY'RE MIGHTY." is written in large, bold, white, sans-serif font. To the right of the hand, the text "JUST LIKE YOU." is written in the same font. Above the hand, there is a small orange banner with the text "American PECANS THE ORIGINAL SUPERMUT". The billboard is mounted on a metal structure above a building.



Clever & Encouraging

This direction focuses on the fact that many people don't think of pecans as an everyday snack. They usually only think of them around the holidays. This message is to encourage people to think of everyday being a holiday and celebrating it with pecans.



Possible Headlines

1

For keeping big hearts healthy.
(little ones, too.)

2

For keeping little tummy's happy.
(big ones too)

3

For keeping big lives moving.
(little ones, too.)



FOR KEEPING
BIG HEARTS HEALTHY.
LITTLE ONES, TOO.



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THANK YOU!

