



# **SURPRISINGLY SNACKABLE PECANS**

**INDUSTRY ACTIVATION GUIDE**

AS OF MAY 2024



# BRING ON SURPRISINGLY SNACKABLE

## THE CREATIVE

- [Brand Guidelines/Logos](#) (Available Now)
- [E-Commerce Banners](#) (Available Now)
- [Social Posts](#) (Available Now)
- [Video Spots](#) (Available Mid-June)
- [Retail Display](#) (Available in Fall)
- Out of Home (Upon Request)

## THE CHANNELS


- Ecommerce (Instacart, Amazon, AdAdaptive)
- In-Store (Fall)
- Streaming (e.g. Prime Video, Hulu)
- Social: Instagram, Facebook, YouTube
- [Influencers](#) (Available Mid-June)
- Out of Home



# SURPRISINGLY SNACKABLE BRAND GUIDELINES

Everything we write for this campaign should be, just as the brand says, both surprising and snackable. Our voice is free to provide the consumer with unexpected humor in short, consumable formats. Through it all, we aim to position pecans as a wholesome snack with nutritious benefits and delicious flavor. And every message, from simple branding to key nutritional benefits, should come with a snackable helping of fun on the side. It's all about being nutritious AND delicious – and 100% fun, always.

For more information, access the [Brand Guidelines HERE](#)



**CAMPAIGN GUIDELINES:**  
**SURPRISINGLY SNACKABLE PECANS**

**CAMPAIGN VOICE:**  
Everything we write for this campaign should be, just as the brand says, both surprising and snackable. Our voice is free to provide the consumer with unexpected humor in short, consumable formats. Through it all, we aim to position pecans as a wholesome snack with nutritious benefits and delicious flavor. And every message, from simple branding to key nutritional benefits, should come with a snackable helping of fun on the side. It's all about being nutritious AND delicious – and 100% fun, always.

**TAGLINE:**  
**SURPRISINGLY SNACKABLE PECANS**

**Color Reverso:**  
Revert to a one-color version of the tagline when putting it on a color for greater legibility.

**Black and White:**  
Revert to a one-color version of the tagline when using black and white for greater legibility. Use a one-color white on photography for greater contrast as well.



**CAMPAIGN FONTS:**  
BOTH AVAILABLE THROUGH Adobe Typekit OR LICENSE PURCHASE  
**ANTIQUE OLIVE STD COMPACT**  
TRADE GOTHIC NEXT HEAVY CONDENSED

**POWERPOINT FONT ALTS:**  
AVAILABLE THROUGH GOOGLE FONTS  
**KANIT FONT**  
ARCHIVO FONT

**“EATPECANS.COM” BADGE:**

COLORS:	PMS:	R:	G:	B:	Y:	M:	K:
Orange	1645C Hex: #FF6C38	255	108	56	78	58	0
Blue	279C Hex: #3D8EDE	64	122	222	0	73	13
Cream	7500C 40% Tint Hex: #3D8EDE	224	209	167	25	0	12

Update the look for American Pecan Promotion Board to be more aligned with the new campaign direction. Font updates include Antique Olive Compact and introduces Trade Gothic Heavy Condensed.



# ECOMMERCE INITIATIVES – ACCESS ASSETS HERE

## CREATIVE



## CHANNELS



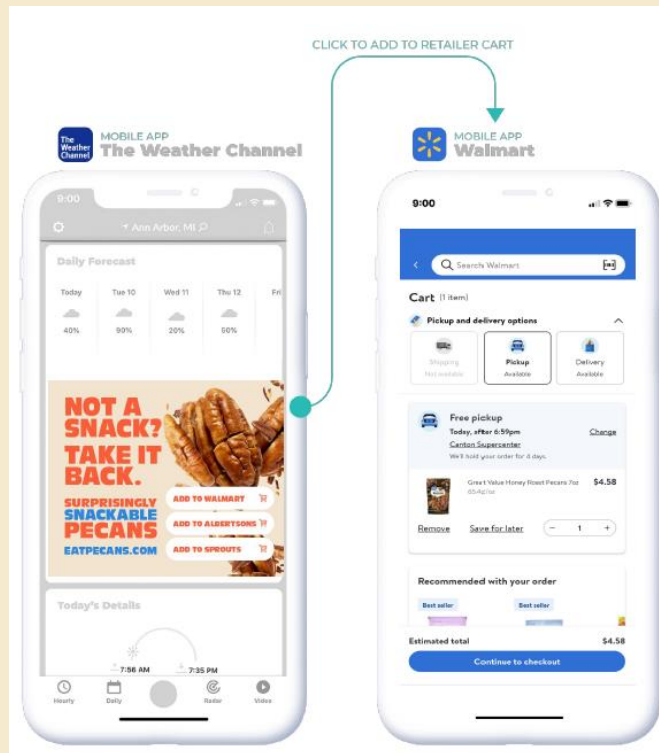
## TARGETING

### Consumers

- In market shoppers
  - Nuts, Snacks, Fruits, Candy, Healthy Products, Appetizers
- Purchase behaviors
  - Previous purchases, views and searches

### Keywords

- Nuts, Mixed Nuts
- Almonds, Walnuts, Pistachios, Cashews, Sunflower Seeds
- Cheddar Cheese
- Cranberries



**TIMING:** Now through Sept 2024





# SOCIAL MEDIA – ACCESS ASSETS HERE

## CREATIVE



## CHANNELS



## TARGETING

In market and Interests In:

- Snacks
- Organic food
- Healthy snacks
- Vegetarian cuisine
- Protein
- Vegan nutrition
- Nut (fruit), Mixed nuts
- Dried fruit
- Snacking
- Foodie
- Natural foods
- Organic products
- Healthy eating
- Recipes
- Fitness & Wellness

**TIMING:** Now through Sept 2024

# STREAMING VIDEOS AVAILABLE IN JUNE

## CREATIVE



Squirrel Bros



The Other Half



Proper Granny

## CHANNELS

prime video

hulu

COOKING  
CHANNEL



Discovery

## TARGETING

Consumers

- Buyers of Pecans in November and December 2023 who have not bought since
- Light & Medium consumption.
  - Households of Pecans
- Lapsed Pecan buyers 52/52 weeks
- TRIAL: Snacking nut (almonds, cashews, pistachios) buyers that haven't bought pecans

Assets: (3) 30s, (3) 15s, (3) 6s

TIMING: Mid-June through Sept 2024

# IN-STORE SIGNAGE AVAILABLE IN THE FALL

## CREATIVE



## CHANNELS

- Large + Small Retailers\*

sam's club 

Walmart 

H-E-B 

 Giant



  
Publix

\*Examples Only:

Identification still in progress

## TARGETING

- Geographically Spread
- Appeals to Demographic
- Retail Dietitian Services
- Reliable Handling/Stocking

**TIMING:** Fall 2024

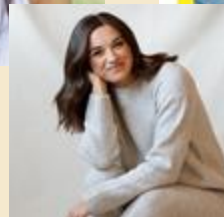
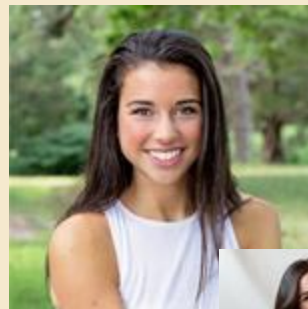
# INFLUENCER PLAYBOOK AND BRIEF AVAILABLE IN JUNE

## CREATIVE/MERCH



## INFLUENCER TYPES

- The Soccer Moms
- The Wellness Experts
- The Bougie Snackers
- The Comedic Parents
- The Pecan Mom



## TARGETING

In market and interests in:

- Snacks
- Organic food
- Healthy snacks
- Vegetarian cuisine
- Protein
- Vegan nutrition
- Nut (fruit), Mixed nuts
- Dried fruit
- Snacking
- Foodie
- Natural foods
- Organic products
- Healthy eating
- Recipes
- Fitness & Wellness

**TIMING:** June-September 2024



# OUT OF HOME – AVAILABLE UPON REQUEST

## CREATIVE



## LOCATIONS

- Geographically Spread
- Pecan Growing States
- Can Repurpose for Universities, Kiosks

*TIMING: Summer/Fall 2024*

# APPB MARKETING TIMELINE

## SURPRISINGLY SNACKABLE PECANS

May/June

July/Aug

Sept/Oct

Nov/Dec

Jan/Feb

 Ecommerce

 In-Store

 In-Store

 Streaming

 Streaming

 Social Media/Influencers 

 Out of Home

 Website 

 Holidays



# QUESTIONS?

REACH OUT TO

[SSCHAFFNER@EATPECANS.COM](mailto:sschaffner@eatpecans.com)

