



American Pecan Council and American Pecan Promotion Board Request for Website Proposal

Overview:

There's no disputing pecans are synonymous with the holidays – pecan pies, pecan topped sweet potatoes, chocolate chip and pecan cookies...we could go on. But did you know that pecans are also an incredibly nutritious tree nut? That they're have protein, fiber and more, have huge snackability potential and happens to be America's only native nut? Not many people do and that's why we're looking for an agency with website-building clout to help break out of just being an ingredient in classic holiday recipes and into a nut that shines on its own because it's essential for wellness and fits into today's consumer lifestyle.

In addition to being a pretty amazing nut, this specialty crop is also backed by a pretty amazing industry who is hungry for resources, data and insights and relevant updates on what their marketing and promotions organizations are doing on their behalf – and they're looking for a better website with an intuitive user experience to get them the information they seek.

However, that's where our digital ecosystem challenges come into focus. The American Pecan Council (APC) and the American Pecan Promotion Board (APPB) are two separate entities with two separate sites (AmericanPecan.com, EatPecans.com), that at the moment, share the same information – from industry resources to health benefits information, to recipes and more.

A little background on both organizations:

The American Pecan Council (APC) is a group of passionate pecan growers and shellers whose life work is dedicated to growing, harvesting and processing pecans. It was founded in 2016 through a Federal Marketing Order and aims to promote the many benefits of the American Pecan abroad by developing markets as well as establish industry standards when it comes to quality, and best practices for the industry in marketing programs and beyond.

The American Pecan Promotion Board (APPB) is an agricultural commodity organization overseen by the USDA – was founded in 2021 and is made up of pecan producers (growers) and importers. The organization is dedicated to driving consumer demand for pecans through research (scientific) and promotion efforts domestically and in Mexico.

Both the APC and APPB are based in Fort Worth, TX, and funded by pecan handlers (APC) and growers (APPB) in 15 pecan-producing states: Alabama, Arkansas, Arizona, California, Florida, Georgia, Kansas, Louisiana, Missouri, Mississippi, North Carolina, New Mexico, Oklahoma, South Carolina, and Texas. APPB is also funded by importers from Mexico.

We're looking for a savvy digital agency who can help us rethink and rebuild the functionality and look and feel of our two websites, creating flawless user experiences for both industry and consumer stakeholders and minimizing the confusion between the two organizations and two audiences – consumers looking to learn more about pecans and purchase them

Confidentiality:

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(EatPecans.com) and industry stakeholders seeking the latest resources and information from their organizations (AmericanPecan.com).

More specifically, we're looking for a digital agency who can:

- Develop new, fresh websites designed within brand guidelines and are built on a strategic website architecture that focuses on excellent user experiences
- Create unique on-page educational engagement activations to help visitors be smarter consumers and shoppers and align with our campaign platform emphasizing snackability and the surprising facts around pecans
- Build websites in user-friendly CMS format for APPB/APC team to make ongoing cross-device website edits, page development, SEO updates for tags titles, etc., along with section, page sections and page templates that are easy to duplicate. Sections may include but aren't limited to:
 - APC
 - Industry Resources/Library for Industry Materials
 - Governance Documents
 - Export Information
 - Crop Intelligence
 - International Marketing Efforts
 - APPB
 - Governance Documents
 - Research Library
 - Scientific Research Submissions
 - Recipe Library
 - Health and Wellness
 - Campaign Efforts (domestic and Mexico)
 - Food Service
- Ensure websites are desktop and mobile friendly with elements of responsive design that can go across any device
- Ensure websites are optimized for SEO, including technical performance with site speed, site map development and submission, and provide copy writing assistance as needed
- Incorporate AI search friendly direction across all website activations to improve our findability across various AI products
- Ensure functionality that can aesthetically house dynamic content like videos as well as templates for submission forms to capture information from key audiences like industry, health professionals, science researchers, etc., blog (for future) and social feeds
- Determine strategic approach to a searchable, on-site video library spanning content from industry focused webinars to influencer-created recipes and more
- Provide strategic guidance on website measurement, learning plans and goals
- Provide step-by-step manual on how to make edits across websites in the existing CMS
- Continue as a true and invested partner, providing strategic guidance, oversight and ongoing maintenance

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Proposal Submission Guidelines:

Agencies should submit their proposals by September 20, 2024 to Serena Schaffner at sschaffner@eatpecans.com and Carl Sanders at csanders@eatpecans.com.

In your proposals, please provide:

- Agency profile and overview of relevant experience
- Initial approach and methodology for both website designs; a rough example of potential look and feel and how it can come to life
 - *Note: Our boards and councils make the final decision on vendors and a mock up of home pages or landing page or two would go a long way*
- A very ballpark budget range, including fee rates and additional costs
- Case studies or examples of successful similar website builds in user-friendly CMS
- Team members' qualifications and roles

Proposals will be evaluated based on:

- Experience and expertise in website development, shopper marketing a plus
- Creativity and innovation in developing websites and unique on-page user-friendly activations
- Understanding of food and basic understanding of the US Pecan/Mexico market and target audiences
- Proposed budget and cost-effectiveness along with timeline and ability to meet it

Budget:

The budget for this campaign is up to \$500,000 (\$150,000 APC investment, \$350,000 APPB investment). Work would start immediately with a scope set through September 30, 2025.

Timeline Subject to Change:

Proposal Submission Deadline: September 20, 2024

Agency Selection: Week of October 7, 2024

Project Kick-off: Week of October 28, 2024 (or sooner based on scope approvals)

Main Contacts:

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