

Creating Customers of the Next Generation

Peanut Marketing Update







National Peanut Board®

TARGETING MILLENNIALS

The Case for a Millennial Focused Future

The most dangerous phrase in the language is "we've always done it this way."

Rear Admiral Grace Hoppe



Advertisers looked to print and broadcast media - and counted impressions and viewership









1.1 million viewers



10 million circulation



WHAT WE HAVE BEEN DOING HAS BEEN WORKING

BUT THE WORLD IS CHANGING AROUND US

Marketing Spend





\$15 MM



\$32.5 MM



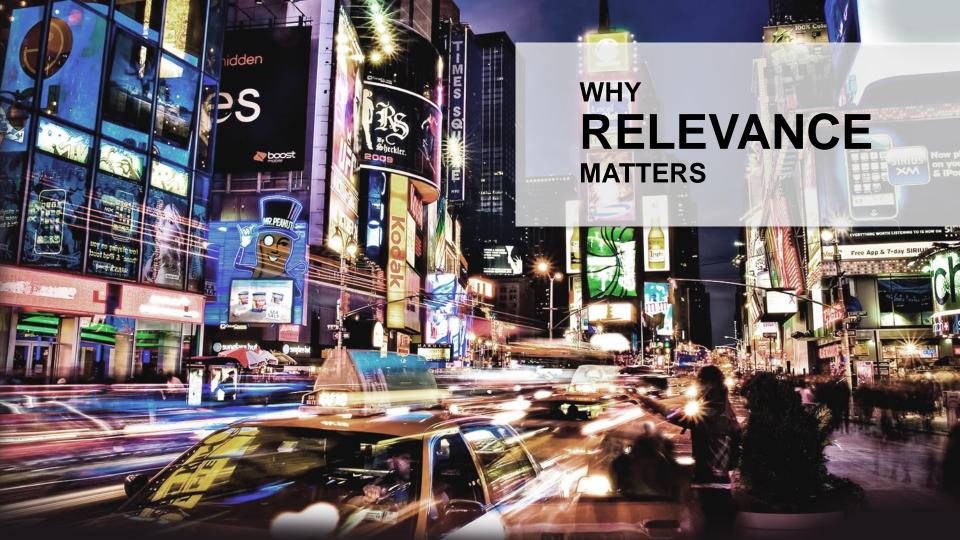
\$20 MM

Peanut Industry > \$5 MM



THERE'S A FUNDAMENTAL RULE OF MARKETING:

IF YOU TRY TO BE ALL THINGS TO ALL PEOPLE, YOU'LL BE NOTHING TO ANYONE





The Sweet Spot Where Connections Happen







They are food and cultural trendsetters



21-38 years old (birth years: 1978-1995)



76.4 million people



\$1.99 trillion in buying power



53% married or partnered



44% are parents



\$62,000 median HHI







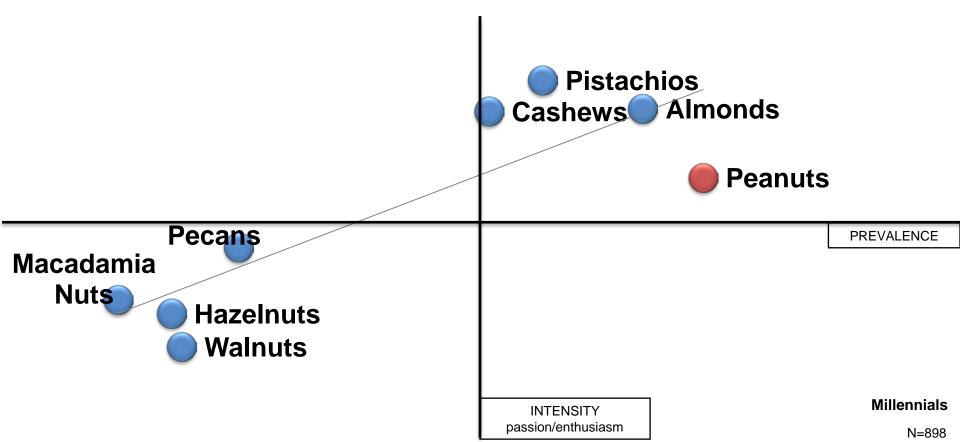


Why Focus On Millennials?

- Older generations already love peanuts & peanut butter
- Research shows millennials receive mixed messages
- They are the first generation to be told "don't bring a PB&J to school"
- They know about peanuts and peanut butter;
 they are just not excited about them



What Do Millennials Think, About Peanuts?





Reaching Them Where They Live, Work & Play

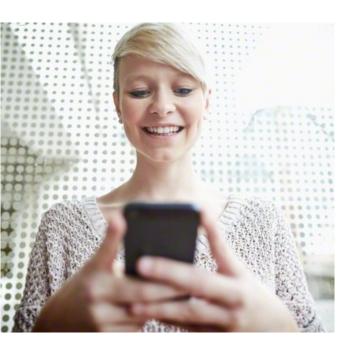






ONLINE: TWITTER, INSTAGRAM, PINTEREST, FACEBOOK, ETC.





What Are We Trying To Do

To become the most relevant, talked about nut among millennials by driving *passion for peanuts* online



How? Meet the Peanut Vendor







Big Launch on Twitter January 4th





@PeanutsHere For#PeanutButterLoversDayI'm listening to@carrieunderwood andeating peanut butterfrom a jar. Just like everyday.





Peanut Vendor Performance Highlights



We're talking to people everyday

1,217 Pieces of owned Peanut Vendor communications



We're building a fan base

13,037 Followers on Social (65% to goal)



People are seeing what we're doing

271.4 million impressions

_teniciaaa This entire Instagram relates to my whole existence @valnnntina @tameragotgreen



People are interacting with us

9 million engagements on our content from consumers and influencers



Media are covering us

36 unique earned media placements



People are liking it

Engagement rates far surpassed Twitter avg. for CPG and non-protoverwhelmingly positive sentiment



Jordan Walker



.@PeanutsHere is my new favorite thing on Twitter.







Working Together For Peanuts

Among industry groups, including brands, we're working side-by-side more than ever before to spread the word on the *great taste*, *powerful nutrition* and *affordability* of USA-grown peanuts









Working Together For Peanuts

We're also working to complement efforts. While Southern Peanut Growers helps get peanuts on more menus, National Peanut Board works to educate chain restaurants, schools and others on food allergy management programs as alternatives to peanut bans

Food Allergy School Curricula Programs

Grades K-3, 4-8, 9-12





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