GEORGIA PEANUTS IN THE MEDIA
From Farm to TV to Social

Presented By:
Parker Wallace, Founder and CEO of Parker’s Plate
• Panama City’s NBC affiliate aired our segment, featuring Jan Jones, GA Peanut Farmer, between 5:30am-6am this morning.

• **Why is content king?**
  • Because we know it matters to our audience!
  • 466 of attendees (not including spouses) at the Southern Peanut Growers Conference
Content is King
Broadcast Television is Still the Dominant Advertising Platform

• Even though radio has the largest audience per month, TV wins in time spent per month.
  • TV viewers watch an average of 6 out of 7 days per week.
  • Teens and adults ages 18-34 watch the least amount of TV, but still average about 21 hours per week.
  • Adults 50+ win the most TV watched per week with a total of 47 hours.

*Source: Nielsen
Broadcast Television is Still the Dominant Advertising Platform

• 2018-2019 CAMPAIGN RESULTS
  • The last year’s Peanut Commission Media Campaigns have netted over 700K broadcast TV viewer impressions and 2 Southeast Emmy Nominations.

• AS SEEN IN EVERY GEORGIA MEDIA MARKET:
  • Atlanta (WXIA-TV, WGCL-TV, WPCH-TV)
  • Macon (WMAZ-TV)
  • Savannah (WSAV-TV)
  • Albany (WALB-TV)
  • Columbus (WTVM-TV)
  • Augusta (WRDW-TV)
The Power of Broadcast TV

#1  Product to Consumers + How to Use it/Cook with it

#2  Message to Consumers + Media (Jan Jones insurance)

#3  New Information + Myth Busters (New medical study)
Evolution of Content for the GA Peanut Commission

Live Segments on Local TV Stations

Recipe Segments Produced to Air on Local Stations
Evolution of Content for the GA Peanut Commission

“Face of the Farmer” Narrative Segments Produced to Air on Local Stations

:60 Recipe Videos for Social Media AND Broadcast
Online and Social

• 22% of Americans have posted photos of their home-cooked meals on social media in the last six months, while 44% of those in the “millennial” age range admitted they have done so in the same time frame.

• When it comes to social media, respondents of all ages also showed a preference for finding recipe inspiration on Instagram or Pinterest rather than a cookbook (34% vs. 17%).

*Source: Nielsen, “State of the Dinner Plate” survey*
Combining Social + Broadcast = Winning

• Double Dipping the Delicious
  • Producing content, like the following Peanut Power Bowl recipe video, that is posted to Instagram and Facebook as well as Broadcast TV
Combining Social + Broadcast = Winning
Thank you!

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