



the Almond
CONFERENCE
2019

North America: Beyond the Selfie: How Social Media Grows California Almond Sales



california
almonds[®]
Almond Board of California



MICHAEL BURDNEY

**GLOBAL HEAD OF MARKETING
Blue Diamond Almonds**

A hand holding a smartphone, with the screen displaying a colorful bokeh pattern. The background is dark with vibrant, out-of-focus light spots in shades of purple, blue, green, and orange. The phone is held in a way that the screen is the central focus, reflecting the ambient light.

OUR ONLY CONSTANT IS CHANGE

A young man is shown in profile, wearing a VR headset with glowing blue lights. He is looking upwards and to the right with an open mouth, suggesting immersion or surprise. The background is dark with vibrant neon lights in shades of blue, green, and orange. A large, glowing green '5' is visible on the left side of the background.

**BUT IT IS A WASTE
TO CHANGE FOR
THE SAKE OF CHANGE**





"We created a brand experience, not just a banner ad."

Michael Burdeny
Brand Manager, Pringles



Swipe up
for our
spicy sriracha
stuffing recipe.

#hackmas



Make the
snack aisle
the hack aisle.

#hackmas

Put a
bow on it.

#hackmas



Earn up to \$1 back with **ibotta**





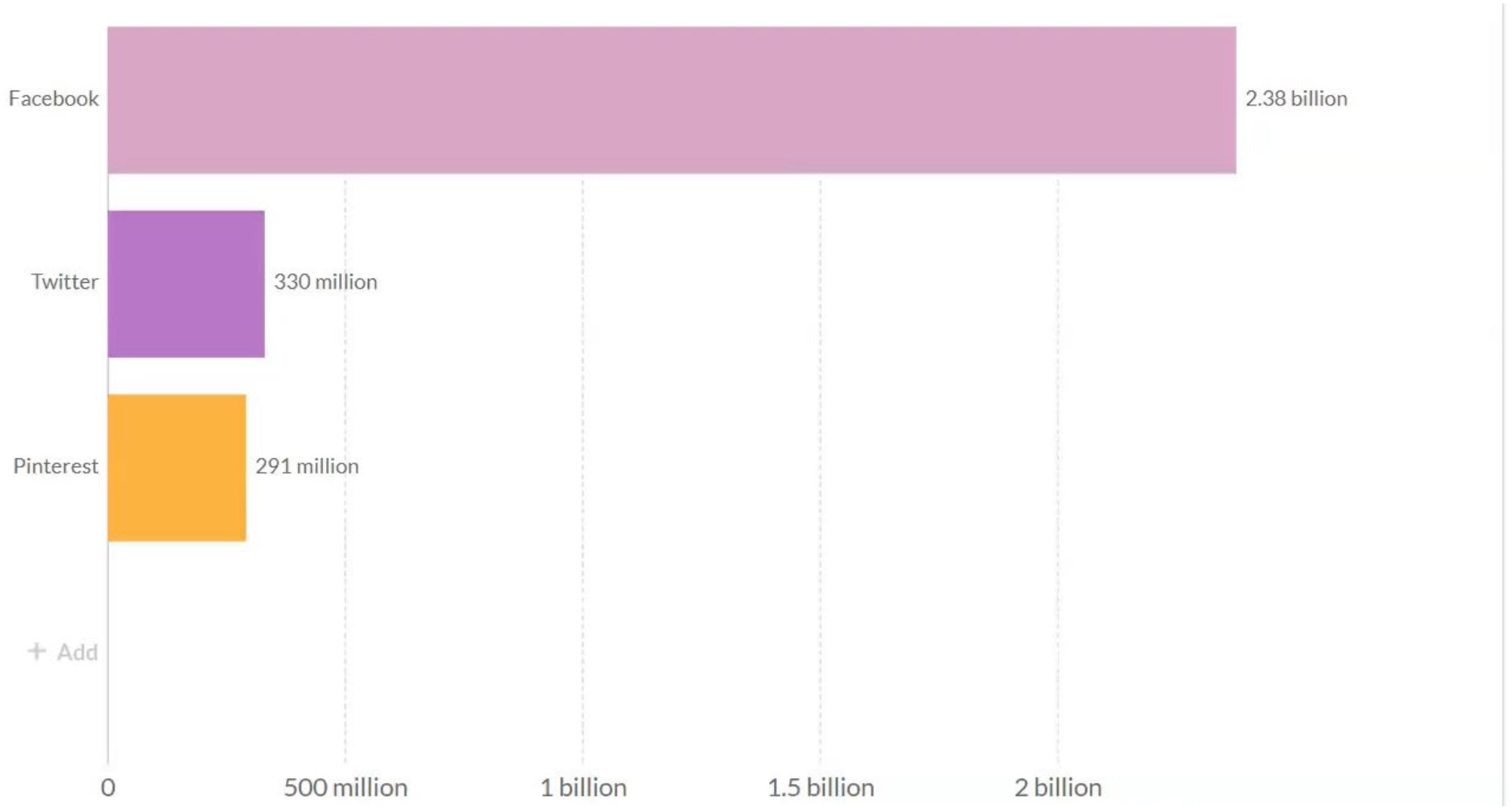
SOCIAL MEDIA TRENDS

Mickey Citarella
Sterling-Rice Group

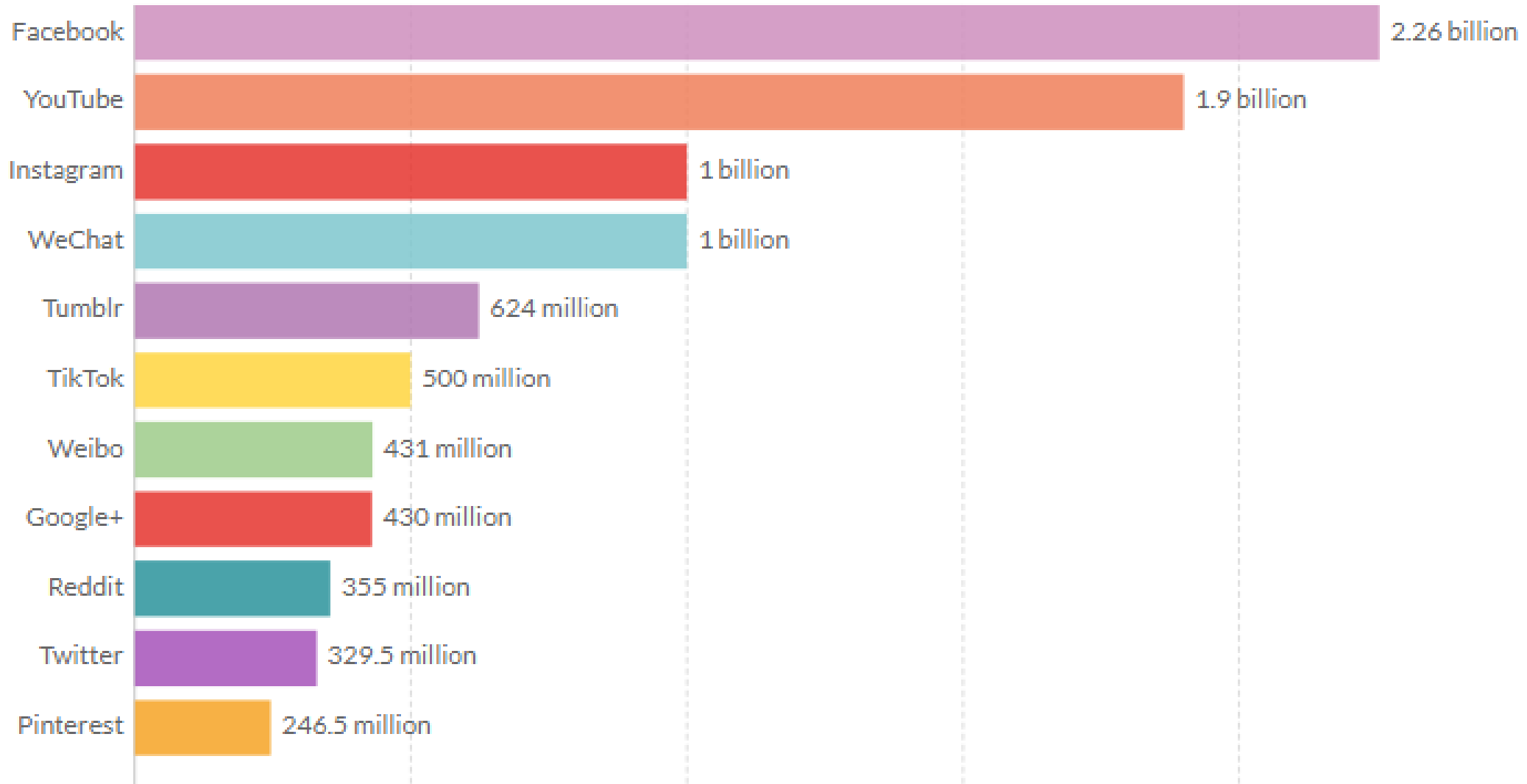


No big deal.

GROWTH IN SOCIAL MEDIA USERS SINCE 2004

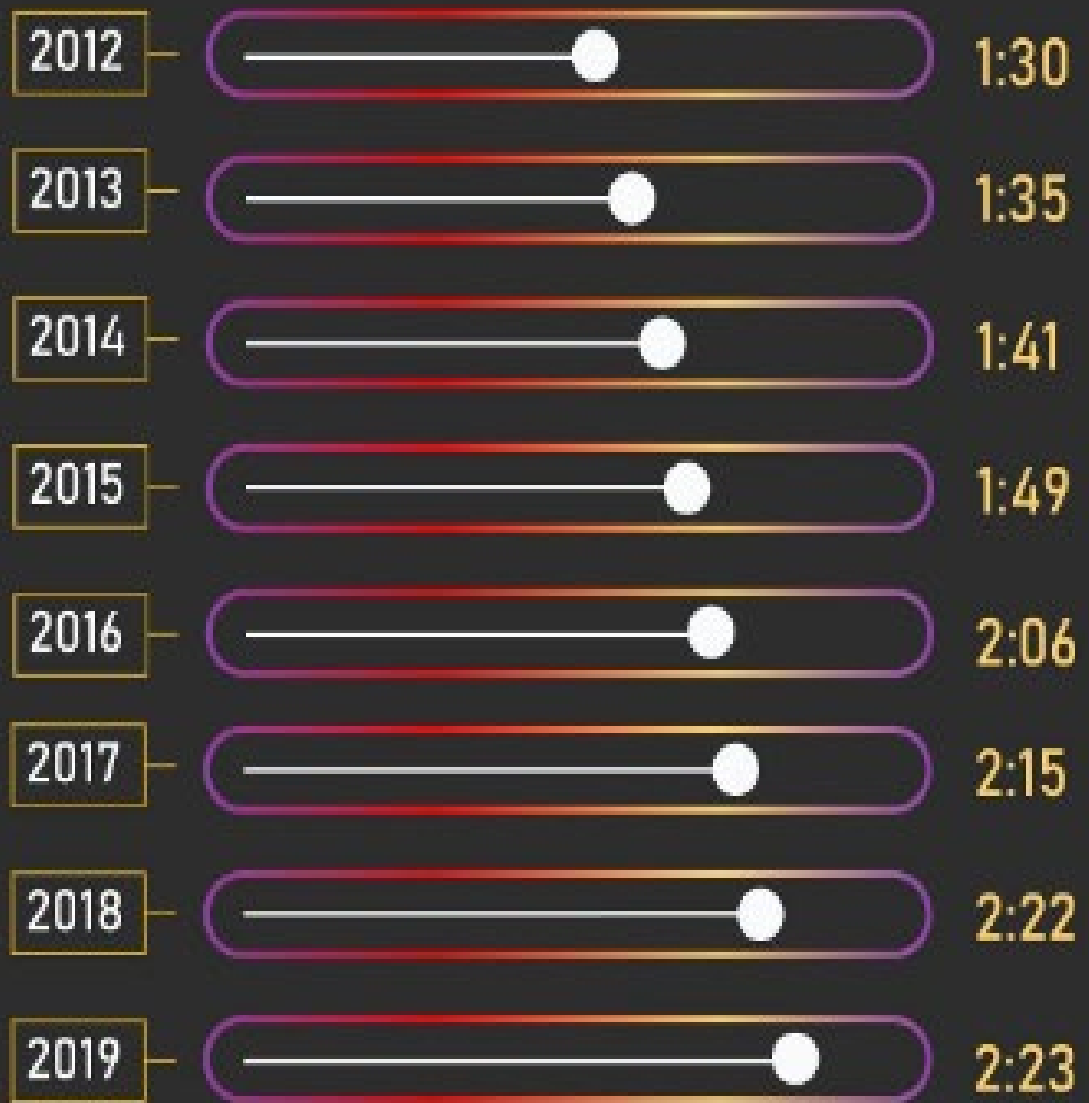


SOCIAL MEDIA USERS IN 2018

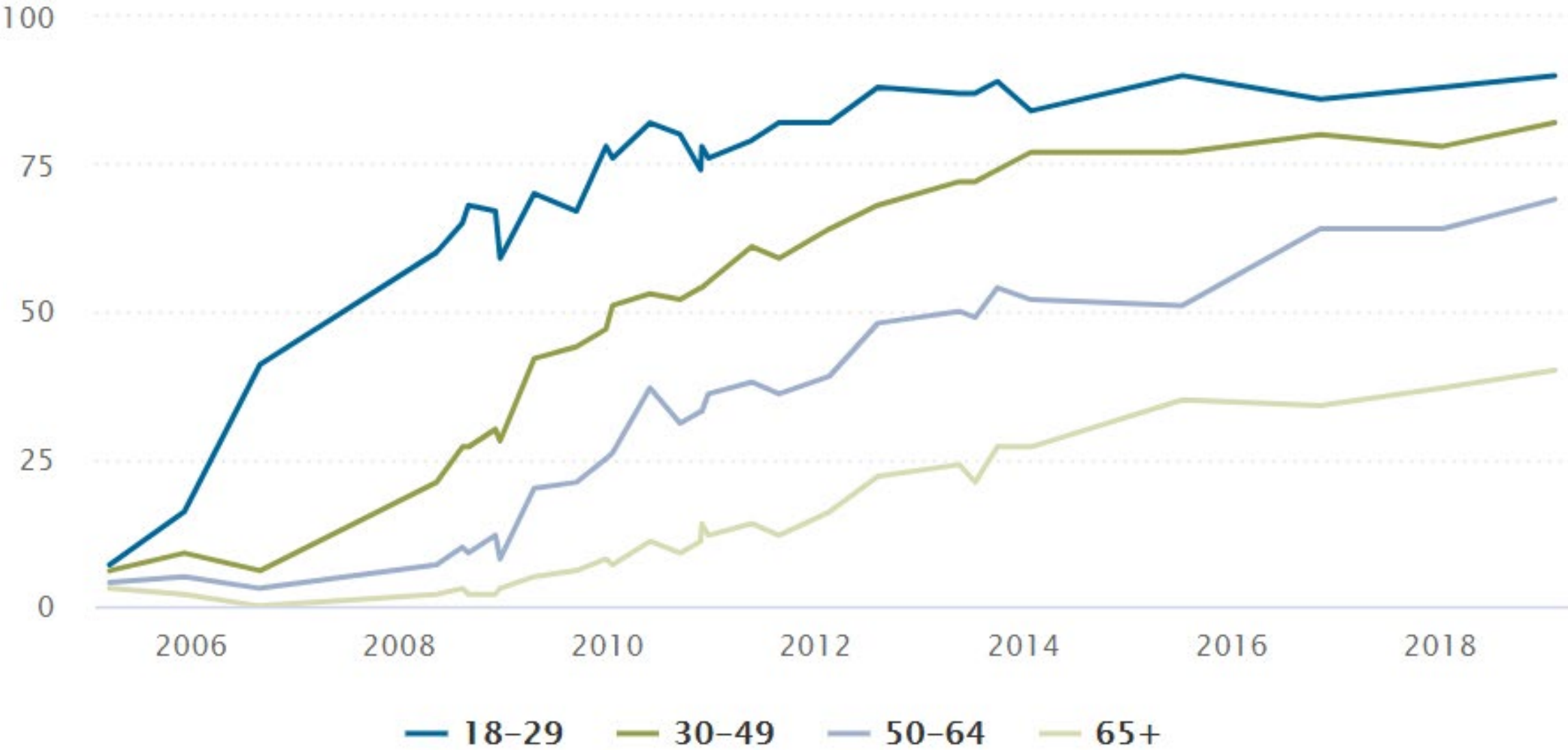




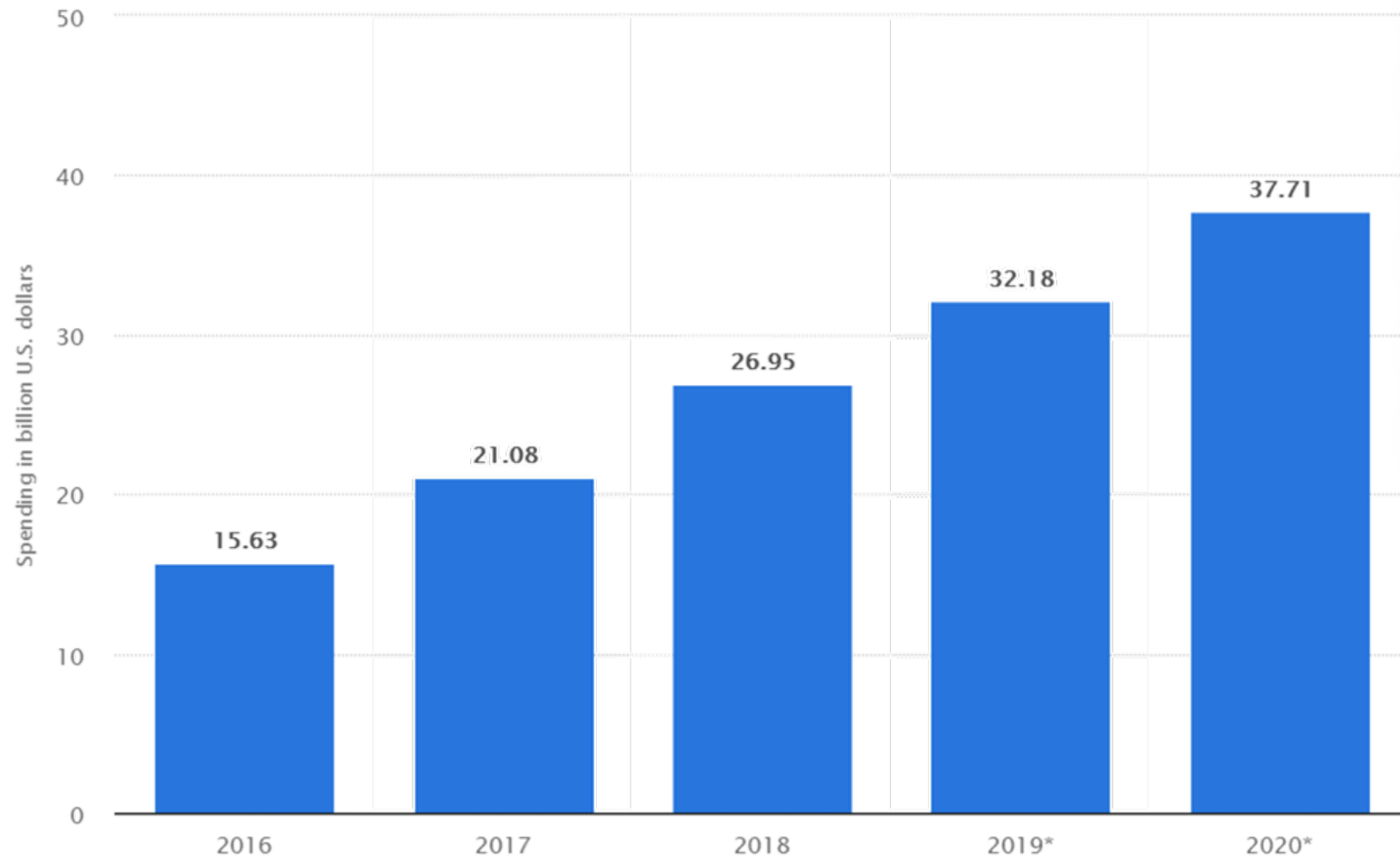
— Global average —
spent on social networks
and messaging per day.



IT'S NOT JUST THE YOUTH



U.S. AD SPENDING ON SOCIAL IS INCREASING DRAMATICALLY



**WITH THIS INFLUX IN SPENDING
WE MUST STAND OUT TO MAKE
AN IMPACT**





**US SOCIAL MEDIA
DRIVING
ALMOND
CONSUMPTION**

**Jenn Freeman
Almond Board**

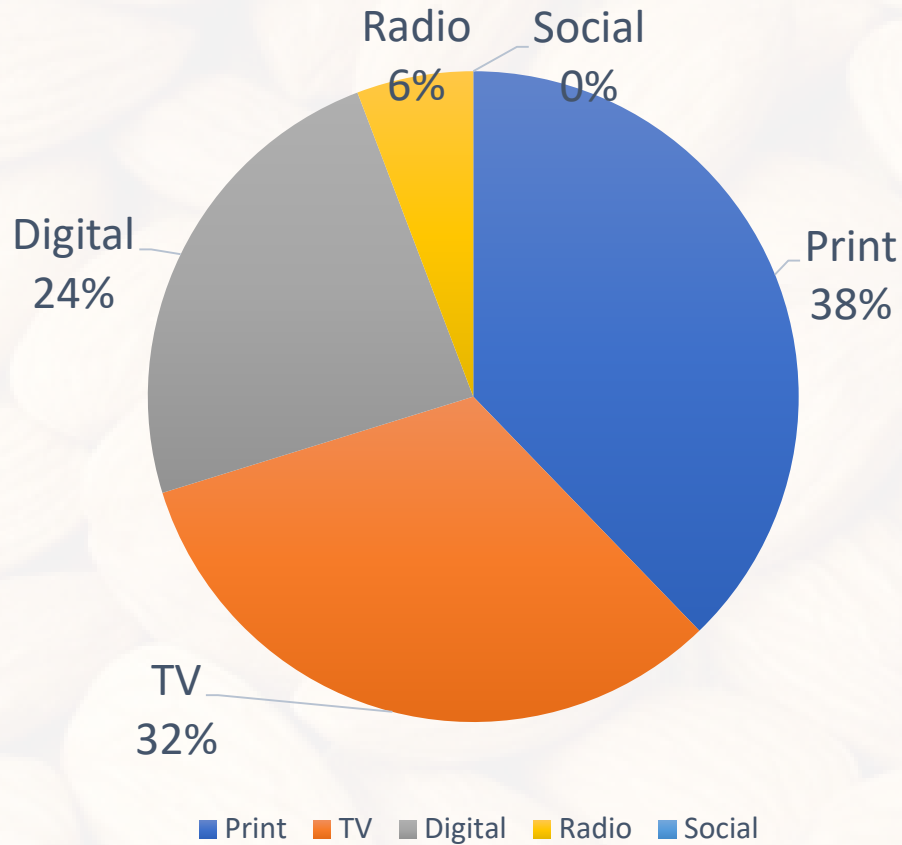
The background of the entire image is a dense, close-up view of almonds. The almonds are light beige or tan in color and have a characteristic ribbed texture. They are scattered across the frame, creating a textured, organic background.

U.S. GOAL

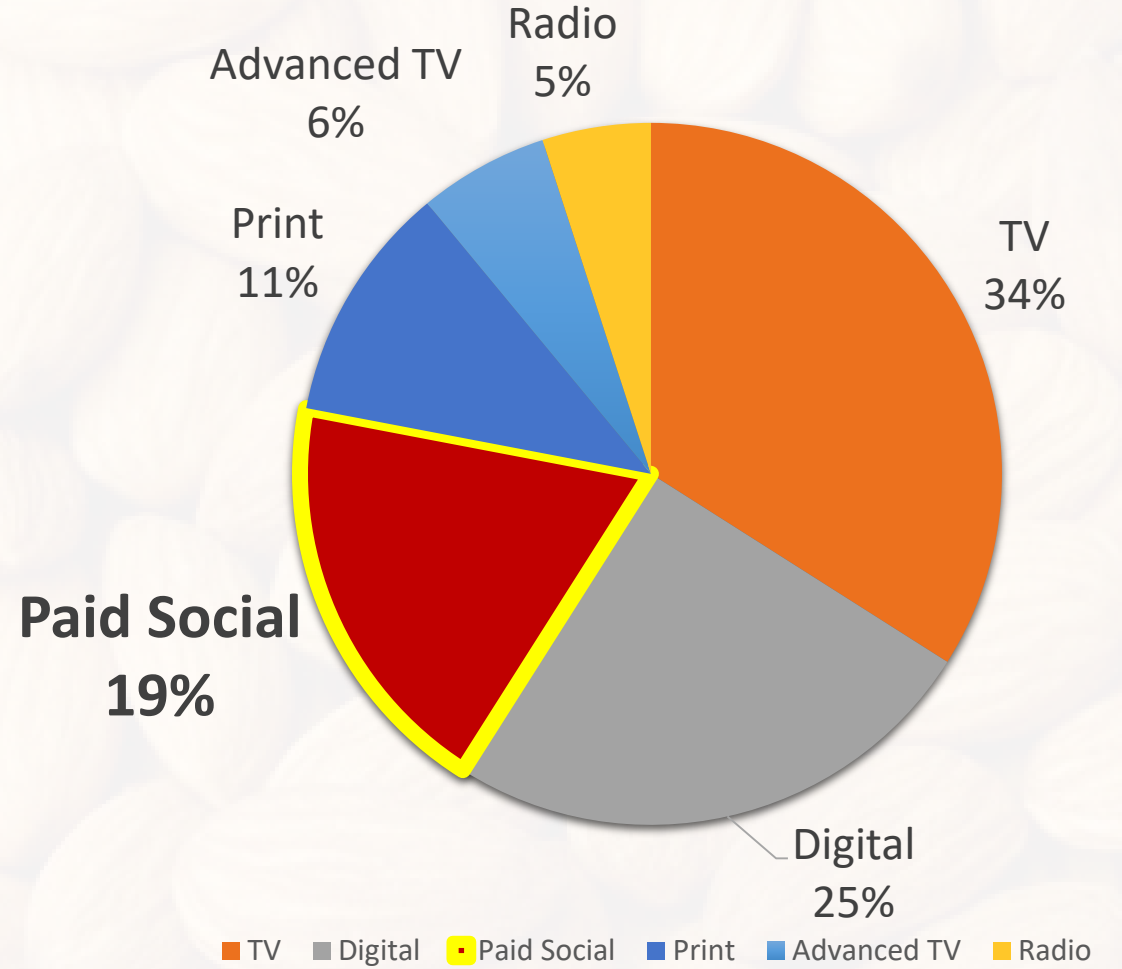
Increase consideration of almonds as a snack by showcasing how almonds deliver the healthy energy consumers need

US MARKETING INVESTMENT TRENDS

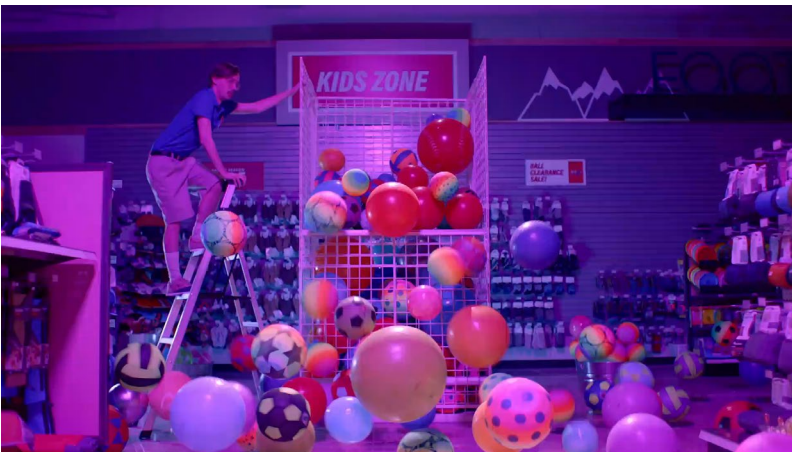
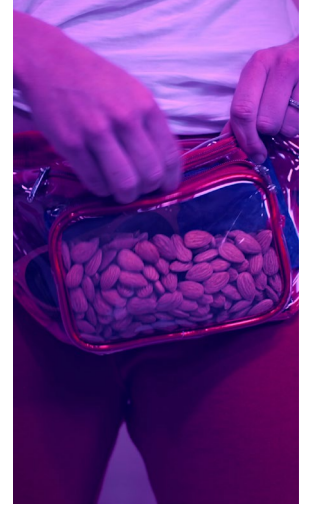
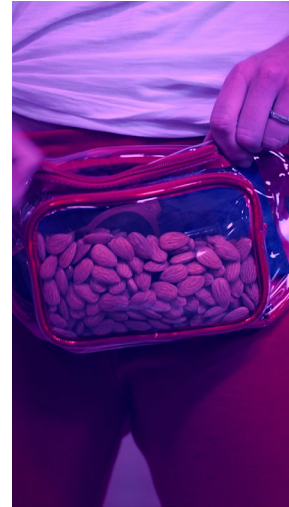
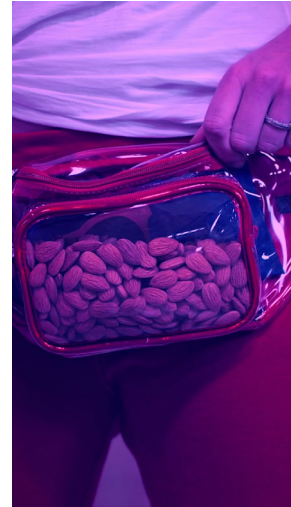
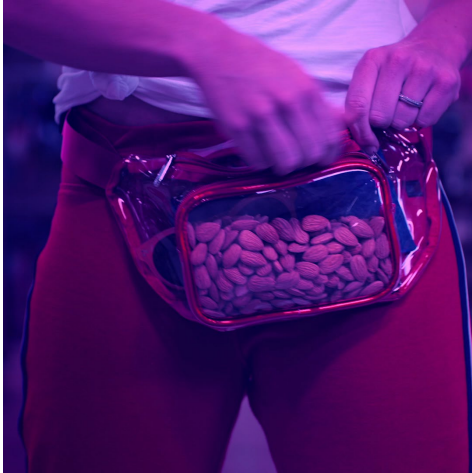
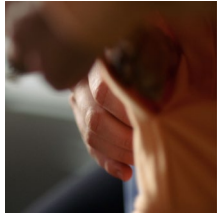
FY 14/15 Spend



FY 18/19 Spend







Impressions on social during the world cup

222,030,566

378K

Tweets about almonds between June 7 and July 9, 2019
+32% from previous period

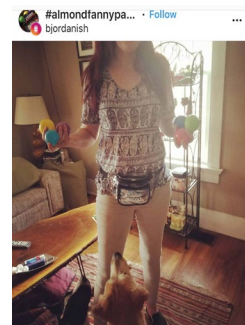
Source: Crimson Hexagon mentions of almond, almonds, #almond, #almonds, or @almonds



WE TOOK THE ENGAGEMENT FURTHER



14 likes
drewroot Yayyyy!! My free fanny pack came in the mail today filled with almonds!! Can't wait to show it off! 🥰 more pics to come... more
View all 3 comments



12 likes
bjordanish The Unboxing, #almondboardofcalifornia #almondannypacksnacks @californiaalmonds
View all 5 comments
californiaalmonds We love this - and your love for almonds and fanny packs. #almondannypacksnacks



Clark Schuyler
@cschuyler935

Follow

@USWNT @julieertz That settles it. Headed to the store to get some almonds.
#USAvTHA #EeezNuts



2:18 PM - 11 Jun 2019

1 Like



THE CAMPAIGN WAS A SUCCESS

- Ad recall increased 11.6% above norm
- 75.7% of people rated almonds as health or very healthy
- 36.4% of people were more likely purchase more almonds







**MEXICO SOCIAL MEDIA
IGNITING
ALMOND
AWARENESS**

**Becky Jeffers
Almond Board**

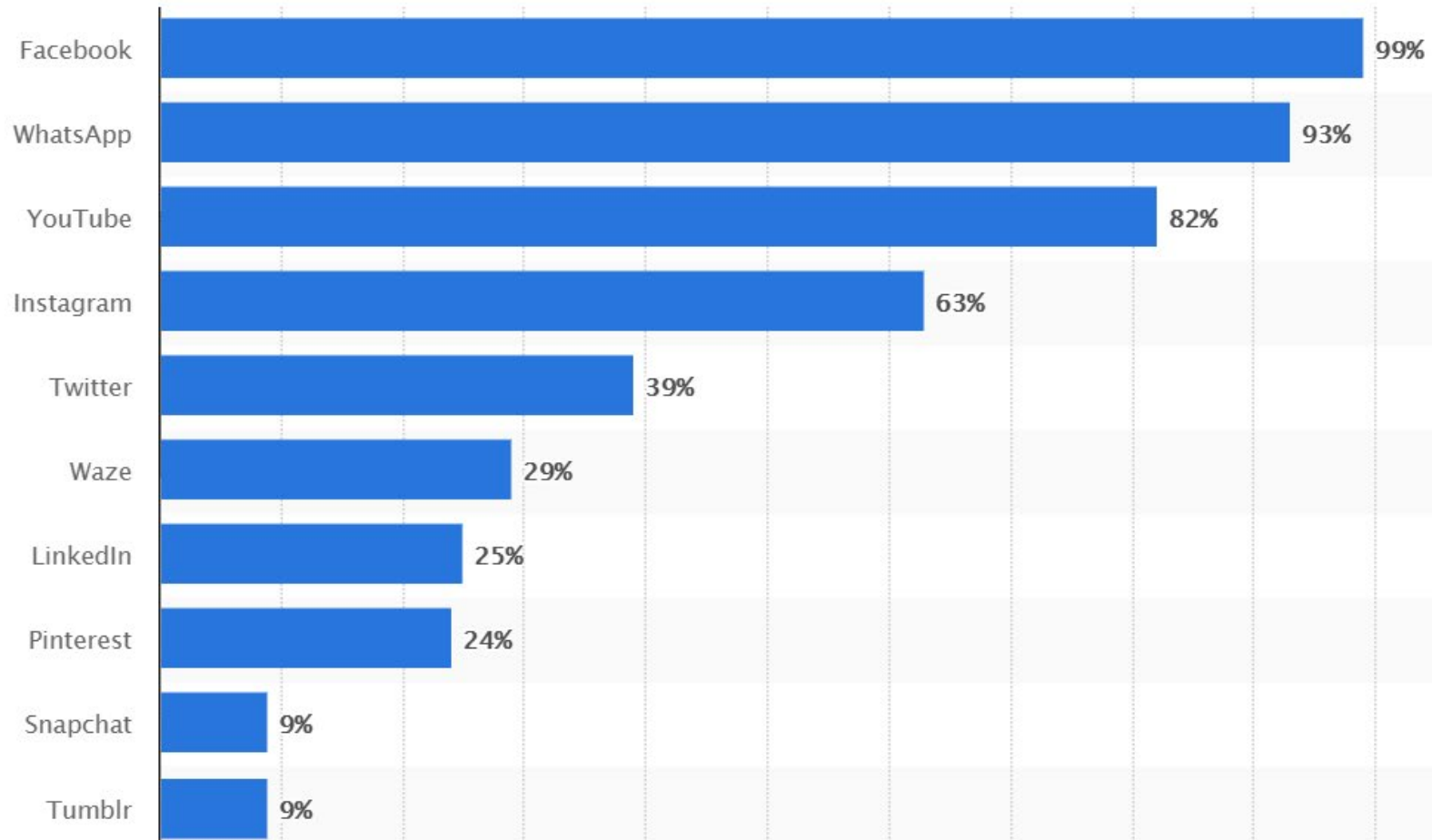
The background of the entire image is a dense, close-up shot of almonds. The almonds are light beige or cream-colored with a distinct, ribbed texture. They are scattered across the frame, creating a textured, organic pattern. The lighting is soft and even, highlighting the natural color and texture of the nuts.

MEXICO GOAL

Increase awareness of almonds because people think they are boring and specific nutritional benefits are not well known.

FACEBOOK PROPERTIES AND YOUTUBE ARE IMPERATIVE FOR REACHING OUR AUDIENCE

Reach of leading social networks in Mexico as of April 2019
Among social media users



3-PRONGED SOCIAL MEDIA STRATEGY

ENTERTAIN & INFORM

Ad Campaign Extensions

08:00 A.M.
PASEO FAMILIAR
EN BICICLETA

08:00 A.M.
COMENZAR EL DÍA
CON UN SALUDO AL SOL

6:15
Cinco

7:30
Caminar al mercado

8:25
Comprar los ingredientes

15:00
Música en vivo

20:30
Bata de Lucha

22:10
Noche de Pasa con amigos

PARA 24 HORAS
QUE PARECEN MÁS,
PONTE ALMENDRA

Almond Board of California

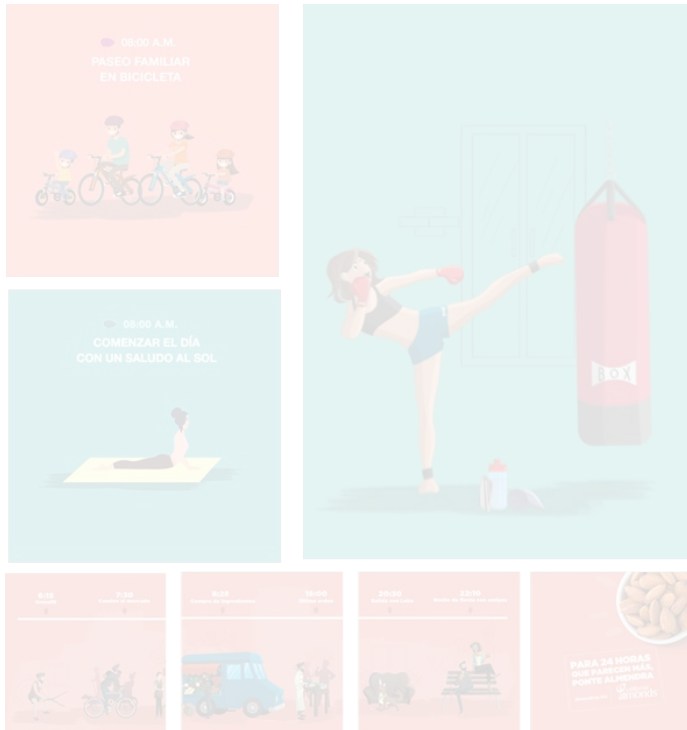


3-PRONGED SOCIAL MEDIA STRATEGY

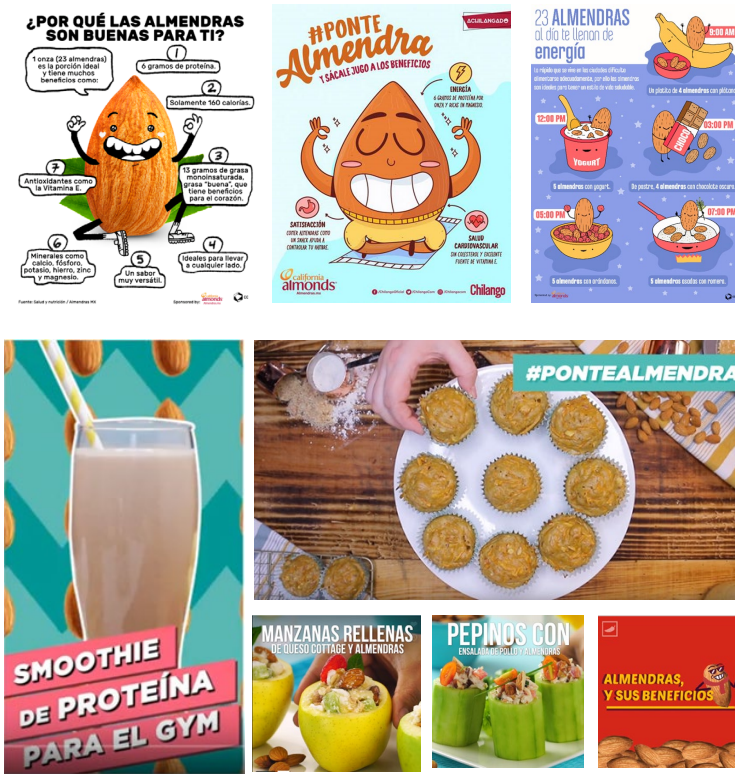
ENTERTAIN & INFORM

EDUCATE

Ad Campaign Extensions



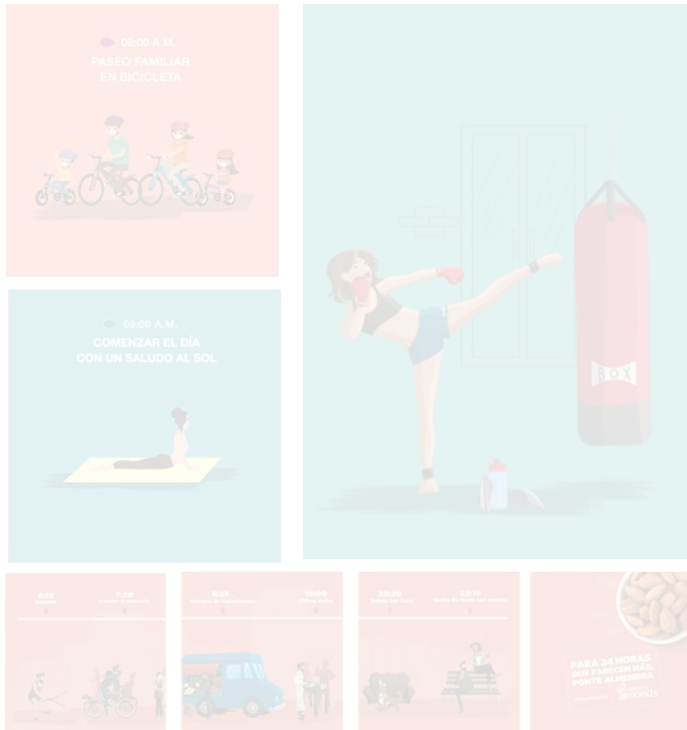
3rd Party Custom Content



3-PRONGED SOCIAL MEDIA STRATEGY

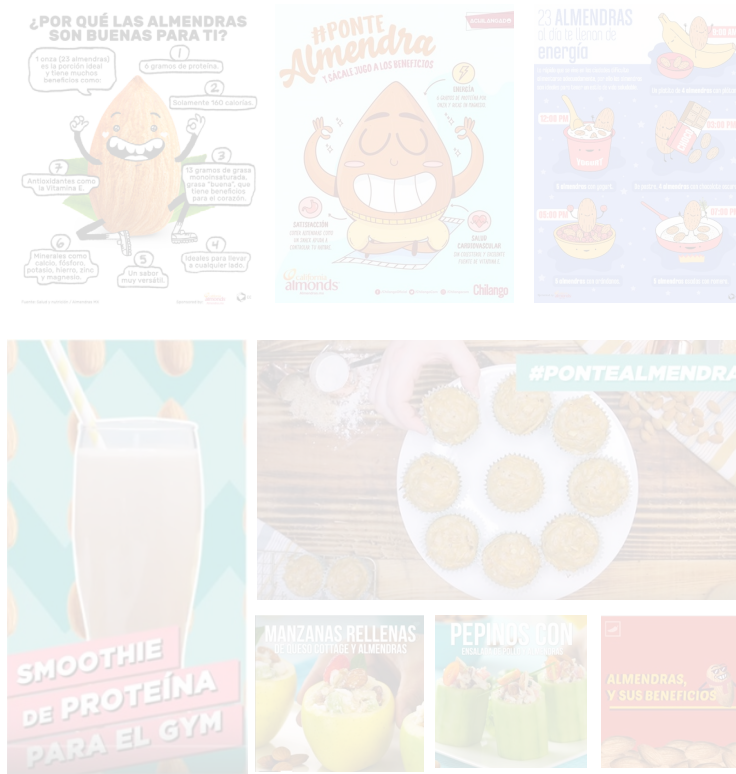
ENTERTAIN & INFORM

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EDUCATE

3rd Party Custom Content



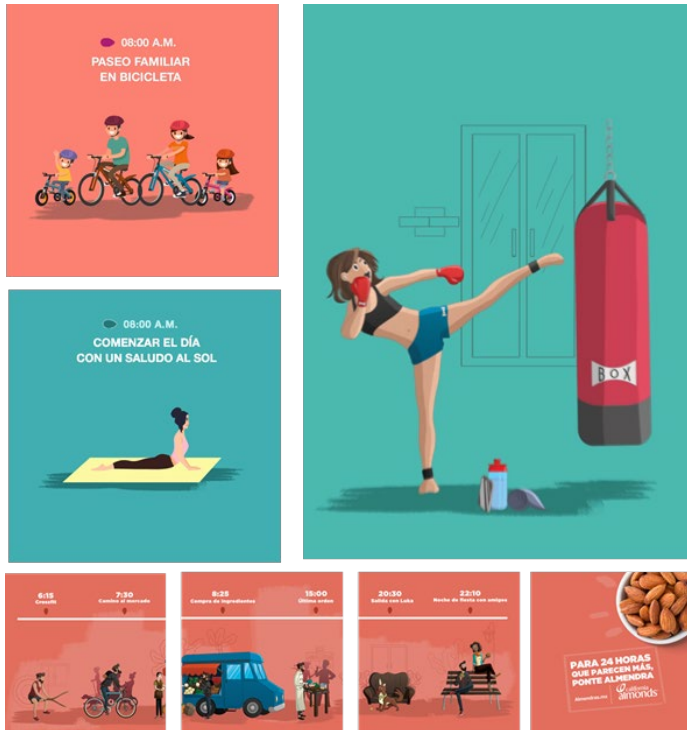
Influencer Content



3-PRONGED SOCIAL MEDIA STRATEGY

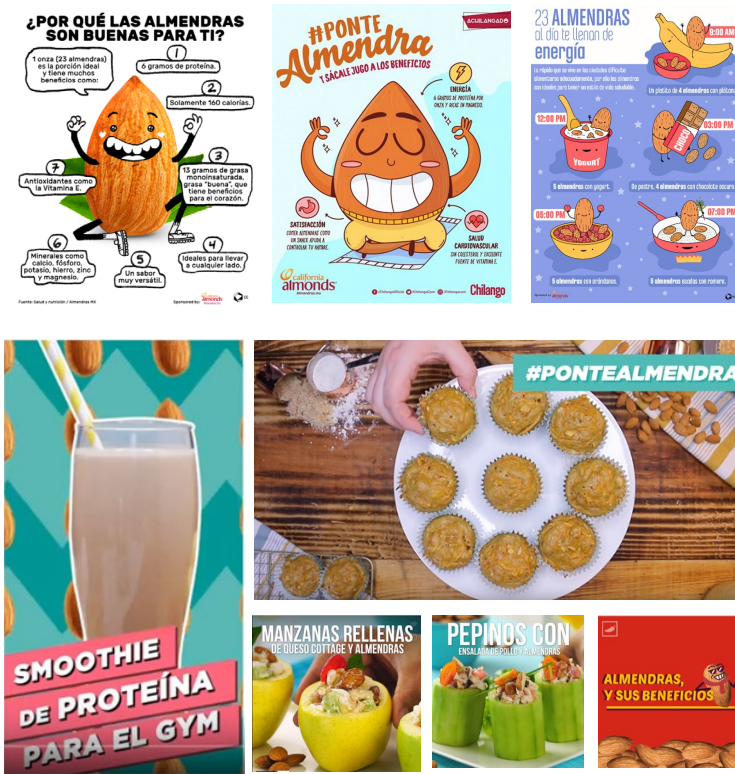
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EDUCATE

3rd Party Custom Content



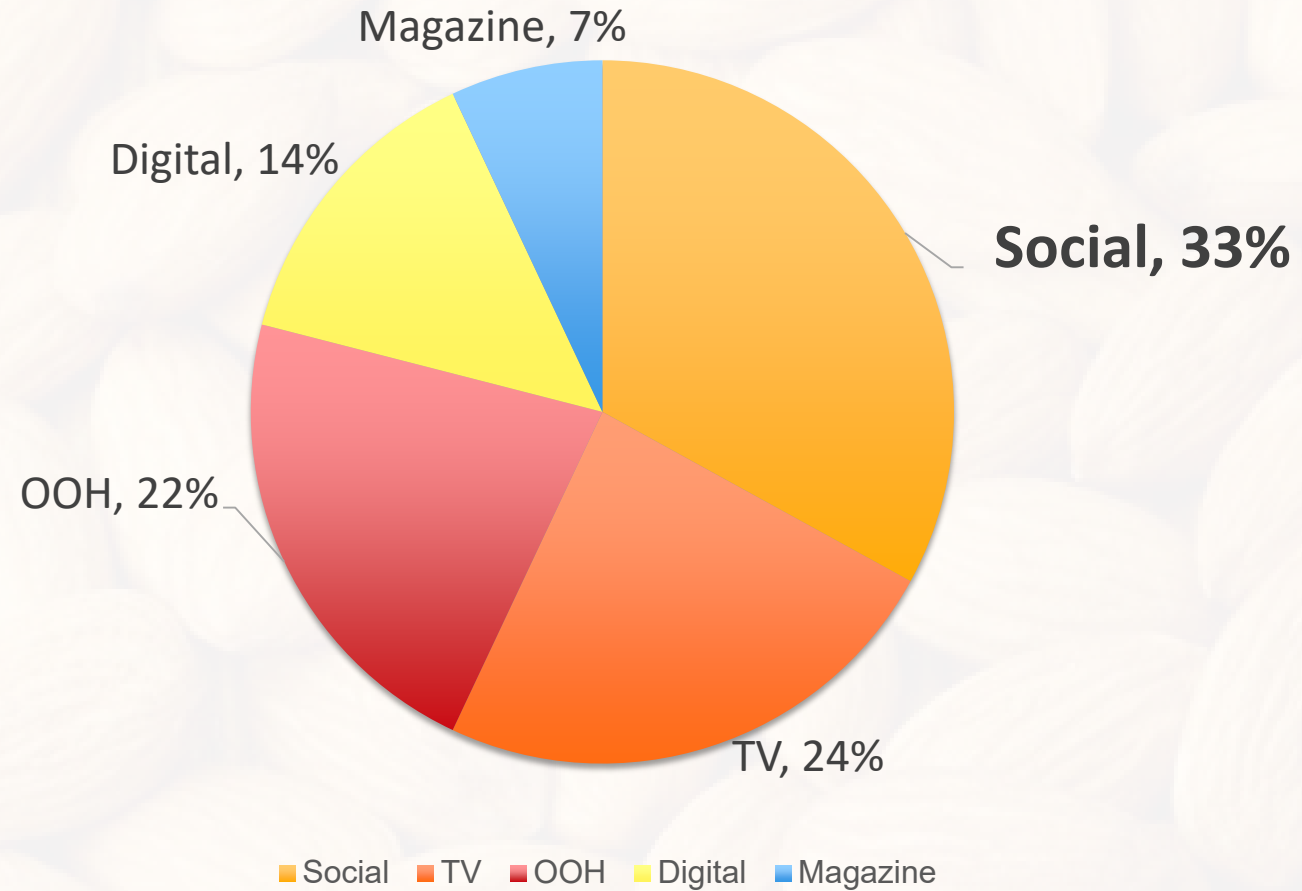
Influencer Content





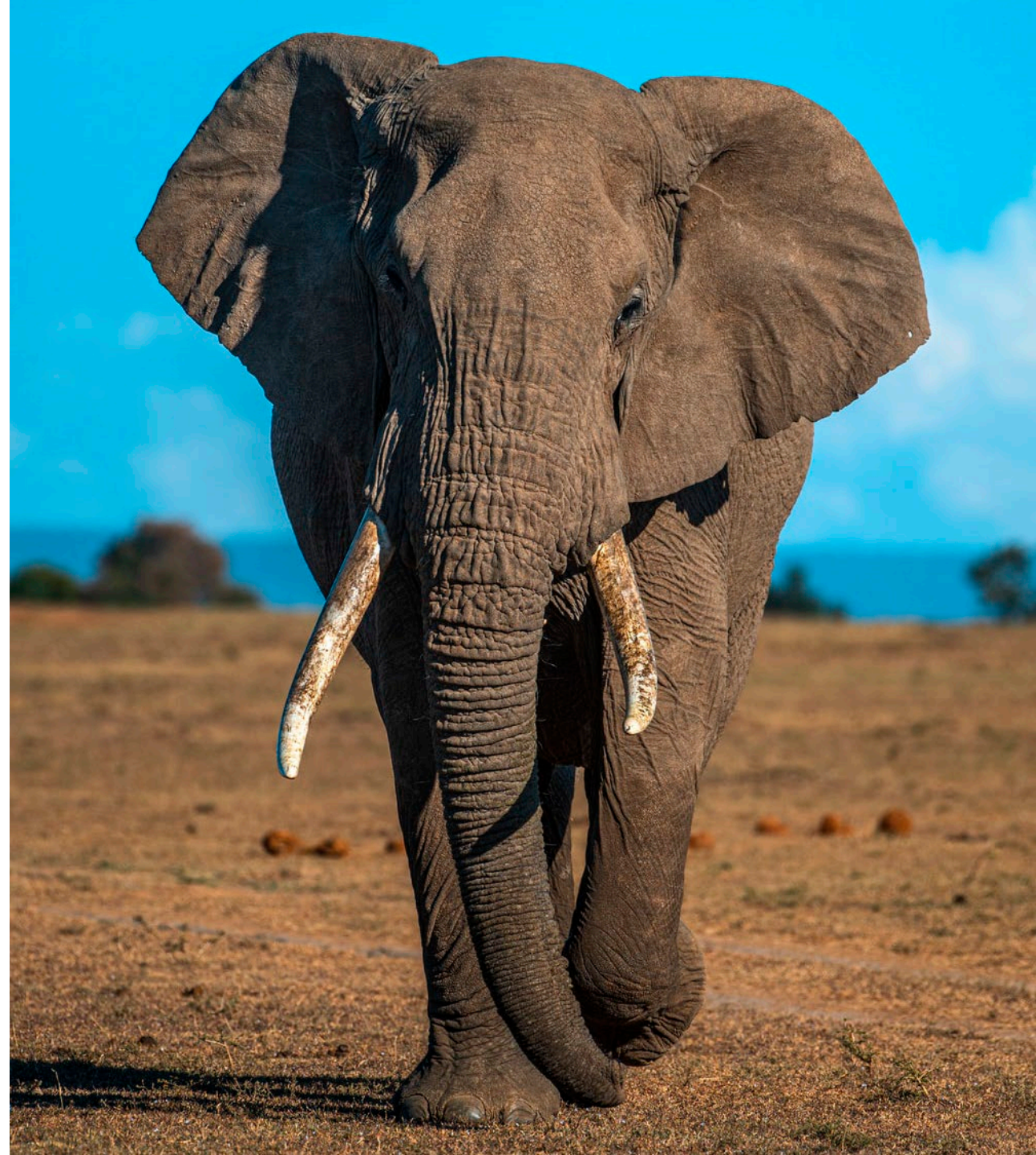
LOOKING AHEAD

Mexico FY 19/20 Media Budget



SOCIAL MEDIA + ABC

- Social Media isn't a fad
- Over 3.2 billion users across the globe, which is 42% of total population
- As social media changes, Almond Board tests and learns
- New social media platforms in the coming year:
 - TikTok
 - WhatsApp





Q&A



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