North America: Beyond the Selfie: How Social Media Grows California Almond Sales
MICHAEL BURDNEY
GLOBAL HEAD OF MARKETING
Blue Diamond Almonds
OUR ONLY CONSTANT IS CHANGE
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
SOCIAL MEDIA TRENDS

Mickey Citarella
Sterling-Rice Group
No big deal.
GROWTH IN SOCIAL MEDIA USERS SINCE 2004

- Facebook: 2.38 billion users
- Twitter: 330 million users
- Pinterest: 291 million users
SOCIAL MEDIA USERS IN 2018

- Facebook: 2.26 billion
- YouTube: 1.9 billion
- Instagram: 1 billion
- WeChat: 1 billion
- Tumblr: 624 million
- TikTok: 500 million
- Weibo: 431 million
- Google+: 430 million
- Reddit: 355 million
- Twitter: 329.5 million
- Pinterest: 246.5 million
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 INFUX IN SPENDING WE MUST STAND OUT TO MAKE AN IMPACT
US SOCIAL MEDIA DRIVING ALMOND CONSUMPTION

Jenn Freeman
Almond Board
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

- Digital: 24%
- TV: 32%
- Print: 38%
- Radio: 6%
- Social: 0%

FY 18/19 Spend

- TV: 34%
- Digital: 25%
- Paid Social: 19%
- Print: 11%
- Radio: 5%
- Advanced TV: 6%
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

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

- Facebook: 99%
- WhatsApp: 93%
- YouTube: 82%
- Instagram: 63%
- Twitter: 39%
- Waze: 29%
- LinkedIn: 25%
- Pinterest: 24%
- Snapchat: 9%
- Tumblr: 9%
3-PRONGED SOCIAL MEDIA STRATEGY

ENTERTAIN & INFORM

Ad Campaign Extensions
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EDUCATE

3rd Party Custom Content
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INFLUENCER CONTENT
LOOKING AHEAD

Mexico FY 19/20 Media Budget

- Social, 33%
- TV, 24%
- OOH, 22%
- Digital, 14%
- Magazine, 7%
• 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
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