

## HOW LEANING INTO GENERATIONAL TRENDS IMPACTED SENTIMENT FOR PEANUT BUTTER

Although peanut butter has been a pantry staple in American households for more than a century, Millennials and Gen Zers are presented with a large number of alternative nut butters from which to choose.

To keep peanut sales growing, the National Peanut Board (NPB) wanted to ensure it remained relevant with these target generations. However, Millennials and Gen Zers take great pride in being different from each other, making fun of each others' taste and calling each other "cheugy."



With a limited budget, NPB needed to create an campaign that would speak to both generations and increase their desire for peanuts and peanut butter.

The team discovered one common area of interest among these two audiences: home décor. According to Zillow analysis, Millennials are moving more often and living in their homes for shorter periods than previous generations. Gen Zers are matriculating through high school to college and from college to their first apartment. Turning a house, an apartment or dorm into a home is a big priority for both Millennials and Gen Z, who often turn to social media for DIY home décor inspiration.

The team decided to position peanuts in a culturally relevant source of design inspiration, in the form of wallpaper. More specifically, easy-to-use, peel-and-stick wallpaper based on the aesthetic trends popular among its targets: retro and cottagecore.

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## HURDLES

Production time and distribution of the wallpaper prizes were hurdles in this activation. Supply chain issues were prominent in every industry in mid-2022 and that impacted this activation as well.

Additionally, the influencers needed to have the wallpaper to create content for the promotion, meaning the logistics of getting final product to them before the rest of the giveaways were ready was a challenge for production.

## STRATEGY

The team identified two Millennial design influencers on Instagram to showcase the wallpaper in their own spaces and gave 500 fans a chance to win the wallpaper for free by hosting a sweepstakes.

After aligning on material for launch, influencers posted first organically on their channels. The organic-first approach is necessary to establish initial engagement with core followers of the influencers. Once posts were live, the agency whitelisted content to provide paid support and expand the reach of the creative.

## RESULTS

The work resulted in 22,700 clicks to the sweepstakes landing page, a 12.5% entry rate, on par with entries for awards valued at \$50,000. This prize was valued at \$150.

The work also received over 2.6M impressions, 92K engagements on content, and 94% positive commentary from users on Instagram.

## LESSONS LEARNED

**ORGANIC IS JUST AS IMPORTANT AS PAID.** Paid promotion is a major driver of success, but without a sound idea, story, partnership and call to action, the activation won't be as strong. The positive reaction with consumers on the organic content the influencers shared affirmed that the team made the right selection in its partners. Consumers were excited to join a trend that a beloved creator was participating in. While entries from paid were high, there was a good amount of entries from organic promotion as well. It took the right combination of the perfect partners with an engaged organic audience promoting something authentic to their brand and the right targeting to boost the audience to meet our goals.

*[Editor's Note: This campaign received an honorable mention for the 2023 PRNEWS Digital Awards in the category of Contest/Giveaway.]*