Traveling the country in an oversized peanut is not the job many students would anticipate after graduation. But, there’s a unique adventure awaiting the lucky individuals selected for this nutty profession; they are the Planters Peanutters, drivers of the Planters NUTmobile vehicles.

The Peanutters spend a year traveling across the country making promotional appearances. Attending everything from nationally televised parades and professional sporting events to community events and grocery store grand openings, there’s never a dull moment while driving the NUTmobile. “It’s certainly a ride that’s guaranteed to turn heads,” says one Planters Peanututter.

The year begins with training at Peanut Prep, where Peanutters learn all about Planters history and products, special events planning and how to maneuver the large legume in traffic. Upon graduation, they are given their keys and begin their journey along the highways of America to small towns and large cities alike.

As spokespeople for the Planters NUTmobile, the Peanutters speak at special events, conduct media interviews and are the key content contributor to the brand’s social channels. In addition to serving as spokespeople for the brand, they are able to walk in the shoes of the always-dapper Mr. Peanut, an American icon since 1916, to visit his adoring fans nationwide. The Peanutters truly become celebrities for the year. One Peanutter says, “This opportunity is everything it’s cracked up to be. People love Mr. Peanut and the NUTmobile wherever we go.”

What really sets this job apart from others is the amount of creative freedom given to the Peanutters. They are the face for the brand and the grassroots connections to local communities. They are encouraged to be creative in their approach so consumers have exciting and memorable experiences with the beloved Mr. Peanut and the NUTmobile.

After gaining valuable public relations, social media, marketing and sales experience, Peanutters have gone on to very successful careers at companies such as the Chicago Cubs, top tier PR, advertising and marketing agencies.

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