



Produce Business Marketing Excellence Award Submission 2017

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Type of business: National Commodity Board

Name and Date of Promotion: Mangos as a Cultural Icon, January 2016 – Present

Objective of Promotion:

“To bring the world’s love of mangos to the U.S.” is the National Mango Board’s (NMB) vision that inspired all marketing initiatives from 2015 to the present. The strong resonance evolved it from a mere statement into an irresistible movement that invites everyone in the mango community, from the NMB team, to growers, to retailers, to consumers to explore diverse mango experiences. The global craft and cultural influence of mangos presented a new lens for the NMB team who began testing new mango recipes and products on Mango Mondays in the office. For consumers, the promotion allows them to travel through their taste memories and create new ones. From Mexico to Thailand, to Australia to India, the NMB sought to connect a journey for U.S. consumers to the unique experience and culture of eating a mango.

Description

Mangos as a cultural icon manifested in all the NMB programs from 2016 to date. From social campaigns to spokespeople, the NMB conceptualized the mango culinary impact and illustrated its varying global forms for mango lovers. The NMB garnered more Facebook engagement than ever before by connecting with consumers through the Mangos Around the World campaign. This success inspired both social and blog content that dug deep into the mango roots. Similarly, the Share. Mango. Love. efforts brought the farm to table story to life and offered social imagery that became the framework for mango identity. Recipes were born that consequently inspired Foodservice and Retail programs. Spokesperson Ayesha Curry remembered mangos from her colorful upbringing as she provided recipes inspired by her Jamaican grandmother. All these efforts connect mangos to more than just a variety or recipe – they guide the journey of the mango experience, and tell the story of this cultural icon.



Mangos Around the World

The NMB began the [Mangos Around the World](#) sweepstakes as a Facebook campaign where followers guess the location of mangos in weekly images – images provided by true mango fans. The campaign to date garners the most engagement among all NMB’s social platforms in its ability to connect people with their cultural travels and experiences. The Facebook images are filled with comments and shares of followers describing their relationship to that time or place, or their experience eating a mango in a similar way.

Mango Passport

The success of Mangos Around the World lent new inspiration for connecting the mango story to U.S. consumers. The NMB dove deep into the intricate layers of mango influence around the globe and created the Mango Passport theme to tell the many mango stories to [Facebook](#) followers. The motive was simple: expose the influence and versatility of mangos across the world. The NMB scoured social feeds to find real, organic imagery and experiences from mango lovers. To compliment the images, captions provided contextual commentary and encouraged follower dialogue.

The concept additionally conceived a media day theme that is set to provide global mango cuisine for attendees. Dishes with origins and cultural influences will set the stage for this event and attendees will tour the mango experience, connecting the global story. From mango Lassi to a mango salsa bar, to rice pudding to carnitas, the experience will prove the mango to be a cultural icon.

Blogs Tell a Story

Partnerships with blogger influencers also highlighted cultural impact and origins. Laura Fuentes accompanied her [Mango Shrimp Stir Fry recipe](#) with the story of growing up with her Spaniard grandmother who loved to cook with mangos. Additionally, Registered Dietitian Manuel Villacorta provided a unique mango cutting technique in [Huffington Post](#) – a technique specific to his Peruvian upbringing. These influencers illustrate the importance of connecting with their audience in an authentic, organic way.

Another connection the NMB drew between consumers and this cultural icon took shape in the language and messaging of the [NMB Blog](#). With the rise of popularity in blogs and their storytelling power, the NMB sought to illustrate the cultural nature and culinary uses of mangos. Blog content now aims to empower the mango lifestyle by connecting this tropical fruit and its origin with the experiences of U.S. consumers. These experiences revolve around celebrations and events, inspiring readers to include mangos in all their eating experiences. A [Memorial Day blog](#) provided refreshing mango recipes to enjoy with friends and family, and the [National BBQ Month blog](#) shared categorized recipes for every type of person and lifestyle. Similarly, for [Cinco de Mayo](#), the NMB created commentary on the origins of the Mexican celebration and the influence of mangos on Mexican culture



and cuisine. These blog entries pivoted the appearance and tone of the NMB blog, making it a place to share the experience of this cultural culinary delight.

Share. Mango. Love. – Puerto Rico

The NMB launched the Share. Mango. Love. campaign in [Puerto Rico](#), which placed a [“tree to table” story](#) in the context of global cuisine. The NMB provided a farm tour for retail, foodservice and dietician professionals to connect the mango journey – from origin to plate. Harvesting and packing processes illustrated the local investment in mango production. The tour removed attendees from their day-to-day interaction with mangos and immersed them in a cultural mango experience. Attendees also engaged with the Puerto Rican culture through produce markets and grocery stores, all decorated with mangos. Following, participants brought the mango culture back to the U.S. by holding respective mango spice tastings and usage classes. The campaign produced [beautiful images](#) that began to reshape mango identity. It took form throughout the NMB website and social channels and told the story of mangos in Puerto Rico. Following, the positive reaction these pieces received proved consumers yearned for a cultural connection to mangos.

Share. Mango. Love. – Mexico

With the success of the Puerto Rico tour, the NMB looked to Mexico to provide the next connection for consumers. The [Share. Mango. Love. Mexico](#) campaign explored the influence of mangos in the Mexico City culinary space. This urban setting unveiled a city’s new type of [relationship to local produce](#). Mexican markets sprinkled with mango in various forms gave insight to the fruit’s culinary, cultural and lifestyle impact. Street vendors and carts lined the *Central de Abasto* with fresh produce, meat, seafood and spices from all over the world. The NMB partnered with Chef Ricardo Muñoz who created traditional Mexican dishes that leveraged the sweet and refreshing taste of mangos in new ways. The outcome was celebrated – [new mango recipes](#) consumers longed to taste, and [videos that shared the mango love](#). These recipes continue to be some of the most liked of all the NMB recipes.

Share. Mango. Love. Foodservice Recipe Contest

The Share. Mango. Love. concept continued to influence other audiences, including Foodservice. As the Puerto Rico and Mexico stories proved, the culinary uses of mango extend past its sweetness, and invites versatile applications including savory and spicy dishes. This understanding became the key component to the [Share. Mango. Love. Recipe contest](#) – creating a savory recipe that highlights mangos. As a requirement, Foodservice professionals are encouraged to look outside the standard mango dishes, and instead wander the journey of mango’s multifaceted culinary applications. The results provide unprecedented menu placement for mangos and exciting new cuisine fusions for the versatile fruit.



Culture Messaging Reaches Retail

The celebrated Share. Mango. Love. efforts revealed the global love for this tropical fruit. Consequently, the NMB themed their annual [Retail Registered Dietician Challenge](#) around the same concept – to share the mango love. Using the global love for nutritious mangos to inspire retail RDNs in their respective settings resulted in creative submissions and promotions. Outside the challenge, RDNs continue to look at the origins and influence of the foods they promote. Understanding this, the NMB included mango culture commentary in the RDN Retail Toolkits provided to retailers.

To better align the mango identity with this cultural movement, retail pieces consequently took new form. Retail bins changed tone, and retail header cards and flyers focused on the celebration of mango culture.

Ayesha Curry

Supermom and celebrity cook Ayesha Curry stepped in as the NMB spokesperson in 2017. Ayesha revealed a much deeper connection with the fruit that both guided and inspired her mango messages and story. Part Jamaican, Ayesha [described the story](#) of growing up picking mangos from her grandmother's tree in the backyard, which also influenced her [Jerk Chicken Skewers with Mango Salsa](#) recipe. She made mangos personal and gave consumers inspiration to create their own taste memories with mangos. In a [live demo](#) of her [Mango Crab recipe](#), Ayesha described the importance of including her children in her cooking. This messaging promoted and continues to promote the mango experience among U.S. consumers.

Results of the Promotion

- **Mangos Around the World**
 - **2016** – NMB's most successful social campaign to date! It engages consumers by highlighting the global love for mangos and the culture surrounding it
 - 20K entries – Record breaking!
 - 29K total engagement (reactions, comments, and shares)
 - 486K+ total reach
 - **2017**
 - 23K entries to date
 - 32K total engagement (includes: reactions, comments and shares)
 - 585K+ total reach
- **Bloggers**
 - Contributor Program
 - 863M+ media impressions to-date



- Mango Mustard Honey Glazed Ham (Easter), Tropical Mango Guacamole (Cinco de Mayo), recipes shared across contributors' blogs and social channels
- Meet Your Mango
 - Engaging 10 mommy bloggers and their kids throughout the year to share their cultural connection to mangos through storytelling and recipes
 - 3 bloggers to-date
 - 3.5M+ impressions
 - 393K+ social engagements
- **2017 Ayesha Curry**
 - Ayesha participated in a NYC Media Day where she shared her love for mangos with millions
 - Media Day secured placements on: Rachael Ray Show, Parents Facebook Live, The Kitchn, AOL entertainment, Vice Munchies, Uproxx, & Good Morning America Facebook Live
 - 318M+ media and social impressions to-date
 - Leveraging Ayesha's Fan Following
 - Ayesha shared 6 social posts with her 4.8M+ followers
 - 3 remaining social posts
 - Instagram post featuring Honey mangos was among top performing brand posts – 467K+ views
 - Mangos were included in Ayesha's 1st Homemade meal kit shipment
 - Additional mango mentions and recipes across included in media opportunities with Refinery 29, Woman's Day, People.com, USA Today