



Mango Communication Research

Six 90-minute Focus Groups
Baltimore, MD and Sacramento, CA
June 2 & 4, 2014





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Background, Objectives, and Methodology



Background and Objectives

The National Mango Board (NMB) undertook qualitative research with mango buyers and non-buyers to provide insights as to compelling messaging to use to encourage purchase of more fresh, whole mangos.

Objectives for the research were to understand:

- Knowledge, beliefs and associations about mangos
- Likes and dislikes about mangos, including barriers to trial and more frequent purchase
- Reaction to a variety of general, educational (selecting, preparing, storing), nutrition and sustainability messaging
- What type of spokesperson could help encourage usage of mangos



Methodology

- Six (6) 90-minutes mini groups in Baltimore and Sacramento on June 2 and 4, 2014; two (2) sets of three (3) as outlined below
- Thirty-six (36) participants total
- Seventeen (17) are current mango buyers and nineteen (19) are non-buyers
 - Current buyers (2 groups): purchased and eaten whole, fresh mango at home within the past 6 months
 - Non-buyers (2 groups): never purchased/eaten whole, fresh mangos at home but do not dislike them
 - Two groups were a 50/50 mix of buyers and non-buyers/non-rejecters
- No food allergies
- Females who are the primary shopper and food preparer
- Age 21-69 (good mix)
- Annual HH income \$30K+
- Mix of ethnicities (majority Caucasian, but a couple Hispanic, African American and Asian)
- No competitive employment
- No participation in focus groups in past 3 months, never on fruit



Methodology

- The discussion covered these areas:
 - Associations with mangos, typical usage for mangos, likes and dislikes about buying and eating whole mangos, and barriers preventing buyers from buying more mangos and non-buyers from trying mangos
 - Their reactions to a variety of messaging statements
 - Possible spokespeople
- Dorrie Paynter moderated the discussion.
- Rikke Jorgenson created and revised the statements before and during the groups.



This was qualitative research: it is exploratory in nature; that is, it is used to elicit a range of responses, generate ideas, and develop hypotheses. Findings are intended for directional guidance and understanding. The results of qualitative research can not be quantified nor are they meant to take the place of a quantitative study.



Summary



To sum it up in two pages . . .

- Buyers and non-buyers in both markets* have similar **positive associations** and impressions of mangos such as tropical, sweet, a reminder of island vacations or cruises, sunshine, the color yellow and smoothies.
- **Negative associations** - mangos can be expensive, hard to prepare, not available year round, and to non-buyers, whole mangos are an unknown or mystery fruit.
- **Key barriers** inhibiting trial (non-buyers) or increased buying (buyers) in both markets are:
 - Lack of familiarity is big barrier to non-buyers. They really know almost nothing about mangos having not grown up with them or seen others prepare them. They don't know its taste/texture and whether they/their kids will like it. They do not even know there is a large seed inside.
 - Not knowing what to do with a whole mango is another barrier. Consumers wonder what else to do with it besides eating it plain, adding it to fruit salad or using it in smoothies or salsa.
 - Perception that mango is not portable and is not a good, easy fruit for snacks, unlike their go-to fruits (grapes, apples, bananas, etc.)
 - Not knowing how to select and prepare a whole mango scares non-buyers and keeps them from trying it. Also a source of frustration to buyers that may keep them from buying more often. Instead of "just hoping" it will be ripe, they'd like to know the "right way" to avoid wasting money (if it's not ripe) and time (the cutting hassle.)
 - Mangos don't seem to be available year round. If they notice mangos off season, the price seems high and they wonder about their quality, taste and freshness.



To sum it up in two pages, continued

- Of the four messaging areas, **Nutrition** seems to offer a compelling advantage over competitive fruits. Nutritional information is new news that impresses and sticks with buyers and non-buyers alike, even after discussing the other messaging areas.
 - Compelling nutritional information includes “Makes skin look younger/healthier,” “100% of daily Vitamin C in a single cup,” “20 vitamins and minerals” and “100 calories a cup.”
- **General** messaging also offers new, compelling information about mangos that impresses buyers and non-buyers such as its “versatility” and “prepare in advance for snacking.” Taste-related information (“Mangolicious”) is important to non-buyers in particular.
- Aspects of the **Educational** messaging also are important and compelling such as how to pick a mango (language still needs fine-tuning) and ripening and storage information. Cutting instructions are another important piece, especially for non-buyers who aren’t familiar with whole mangos and don’t know about its seed.
- **Sustainability** seems to be the weakest and riskiest messaging direction. This topic raises questions/concerns and is too heavy a subject in the context of choosing and eating fruit.
- The appropriate **spokesperson** will reinforce nutrition and healthy/good for you messaging, plus easy recipes and tips or advice on how to choose and prepare mangos.
 - Their top suggestions for the spokesperson are an ordinary mom like themselves and a chef that’s relatable and offers realistic, easy recipes and advice (e.g., Jamie Oliver). They generally are skeptical of celebrities or known personalities because they’re getting paid to do this or don’t fit well with healthy messaging.



Implications



Implications

- A variety of messages from different categories did well and should be considered. Introducing messages from the different categories in the following order should help to maximize their effectiveness:

**Umbrella Campaign
(e.g., “Meet the Mango”?)**

Phase I: Get Attention + Call to Action

Phase II: The “How-To’s”

**Nutrition
Messages**



**General
Messages**



**Educational
Messages**

Why mangos are a healthier/better fruit choice (competitive point of difference)

- Nutrition “facts”**
 - 100% daily Vitamin C
 - 20 vitamins and minerals
 - 100 calories/cup
 - Younger/healthier skin

Generate excitement to try or re-buy mangos

Show mangos’ versatility
Easy recipes: different meals, snacks, occasions, seasons
Taste info for non-buyers (“Mangolicious”)

Master the Mango

- Learn how to choose, ripen, cut and store
- Very simple language and few steps
- Lots of photos
- Short videos too



Implications

- **Nutrition** messaging should dominate the first phase of the campaign. Its role is to convince consumers that whole mangos are a super-nutritious food; an even better choice nutritionally than their usual fruit. Nutrition messaging can help overcome the “mystery fruit” barrier for non-buyers and gives compelling reasons for buyers to purchase more often as well.
 - Based on the research, compelling nutrition messages to feature include “Mangos pack 20 essential vitamins and minerals,” the vitamin C messaging (“Wow! An alternative to oranges!,”) “rich in Vitamin A for younger/healthier skin” (“who doesn’t want that?”) and “100 calories per cup” (“a good snack.”)
- In support of the **Nutrition** messaging, use **General** messaging as a call to action to excite buyers and non-buyers with a wide range of new ideas and recipes for using mangos for a variety of meals, snacks, occasions and seasons beyond summer. This helps overcome the barrier “What do I do (or what else can I do) with a mango?”
 - Taste descriptions (e.g., “Mangolicious” and “sweet and delicious”) and tropical imagery and references (“Mango sunshine” and “Taste the tropics”) should be part of this messaging to help make mangos less mysterious and more enticing to non-buyers.
- **Educational** messages address the perceptions that mangos are scary to use (non-buyers) or a hassle (buyers). **Educational** messages will be most effective after consumers have been motivated by mangos’ nutritional claims and by discovering all the exciting things they can do with mangos. After consumers are excited about mangos’ nutritional benefits and their versatility, they will be open to learning how to select, prepare and cut mangos. Until then, they seem likely to ignore the “how to” messages.



Implications

- Language for some of the **Educational** messages needs more fine-tuning.
 - For selecting mangos, feel for the “give” generally seemed understandable, although “firm yet soft” is more literal and straightforward.
 - For the cutting process, consider an explanation along the lines of “lay with stem-end toward you and narrow ridge up.”
 - Non-buyers need to be informed that there’s a large seed inside so they understand how to cut on either side of it.
 - Be sure language and phrases describing the selection and cutting process are short and simple (e.g., “Slice and dice,”) and are accompanied by photos so it won’t intimidate non-buyers and won’t reinforce buyers’ perception that buying and preparing mangos is a hassle and time-consuming.
- Consider using “**Meet the Mango**” as the overall campaign theme. It ties in with the idea of introducing mangos to new users and also fits with educating buyers who know relatively little about mangos. Its catchy alliteration may make it memorable as well.



Implications

- Additional information and tactics that may help overcome barriers to trial and increased usage include:
 - “Available all year round” is new news, but only works if consumers can find mangos in the store, the price is ok, and the taste and texture turn out to be a good experience. “Vitamin C Immune-Booster” gives them strong motivation to purchase in winter.
 - “Prepare in advance for snacking” is a new way to think about mangos and fits with what women already do with other kinds of fruit.
 - There is lots of interest in in-store taste tests and cutting demonstrations. This can get non-buyers over the hurdle of trying. Cutting demonstrations also may motivate buyers to buy more often after they see that cutting is faster and easier when they do it “right.”
 - While not discussed in the groups, you may want to consider the US women’s beach volleyball team (highlighting the moms on the team in particular) to communicate healthy, nutritional and the beach/tropics/summertime imagery associated with mangos. If a celebrity or famous personality is used, he/she must convey a healthy image and be relatable and believable.
- Avoid references to kids in the messaging as these did not do so well. Some buyers think mangos are not kid-friendly, and others think mangos are more sophisticated and adult, not the kind of fun food that “brings out the kid in you.”
- Avoid references to sustainability as this raises more questions than interest.



Detailed Findings: Mango Perceptions, Usage and Usage Barriers



Initial positive associations *

"Tropical" more than "Exotic"

Tropical = found in different types of grocery stores, on cruises and islands or countries that aren't too distant (e.g., Mexico, Caribbean)

"Exotic" = hard to find, from greater distance (Brazil, Asia)



Happy vibe

Sunny/sunshine

Yellow, colorful

Summer, beaches

Smoothies, tropical drinks

Sweet



Same category as...

Kiwi, pineapple, coconut (tropical fruits)

Avocado, pineapple (Squeeze to see if ripe, cut around center pit/core/seed)



"Healthy" in general because they're a fruit (a few buyers)

"How exotic can mangos be if they're in Walmart?" (Buyer)

"Starfruit is exotic--it's harder to find. Mangos are in regular stores not just specialty stores." (Non-Buyer)

"I assume mangos are healthy, just like any other fruit." (Buyer)

* Any differences for buyers vs. non-buyers or locations are noted



Initial negative associations

Negative perceptions:

- Expensive
- Not available year-round
- Unfamiliar (non-buyers)
- Hard to select and prepare



"What can you do with a mango?" (Non-Buyer)

"(Whole) mangos are scary. I don't know how to cut up a whole one." (Non-Buyer)

"It's hard to find the right ripeness." (Buyer)

"Neutral" observation:
Usually did not know where mangos come from
Mexico? Caribbean?
Hawaii? Peru? Asia?
Florida?



Many questions, even among buyers

How to choose?
How do you tell if it's ripe?
What does it taste like?

Will kids like?
What can I do with it?
How long does it last?

How to cut?
Will kids like?

"I didn't grow up eating mangos. I don't remember my mother ever bringing home a mango."





Usage experience is more sweet than savory

Buyers

- Common usage: cut up in fruit salad, on top of yogurt, in smoothies or cut and eat slices plain
- Less common: savory (homemade salsa, chutney) on chicken, fish, pork

Non-Buyers

- Usually sweet: trail mix, flavored yogurt, smoothies, juices, sodas, frozen fruit bars, dried candy, fresh slices
- Occasionally savory: jarred salsa, in sushi roll





Buyers love a lot, but some dislikes, too



- Sweet, flavorful and juicy
- Bright and colorful
- Family loves mangos
- Versatile, great in recipes
- Reminder of vacation
- Sucking on seed
- Healthy (assumed) because it's a fruit

*"It's fun to try different recipes that use mangos."
(Buyer)*

*"Eating a mango is close to the feel of going to a tropical island. There's nothing like it."
(Buyer)*



- Not knowing if it will be ripe
- Cutting is a hassle and time-consuming
- Messy and sticky
- Wasted fruit around seed
- Some are fibrous, stringy
- Expensive off-season

*"When I bought 2, one was good and one was stringy."
(Buyer)*

*"I only serve a mango if I have the time."
(Buyer)*

*"Picking a mango is hard. How do you know when it's ripe? I have to ask someone in the store."
(Buyer)*



Several barriers to non-buyers' trial

- No idea how to select (so many colors – what is ripe? Should it be firm? Soft? Should you smell it?), how to prepare (peel, slice, bite into it? seeds?), or what they will taste like (flavor? texture?), not sure if kids will like it, might end up being wasted
- Price, especially off-season
- A total mystery - didn't grow up with them; relatively new to the grocery stores, haven't seen other people prepare them
- Don't know what to do/make with mangos, don't see recipes for them
- Don't see them in-store very often or at all, don't see ads for mangos
- So many unknowns with mangos and there are so many other fruits they are more familiar with so stick with the familiar – why risk it?

"When the store has them, I don't know what to do with them." (Non-Buyer)

"I don't know how to tell if they're ripe, and I don't want to ask anyone in the store." (Non-Buyer)



Barriers to increased usage among buyers

Buyers' and non-buyers' barriers are similar

- Work/hassle of preparation
 - Many don't know how to cut them – they peel them, or chop at them, no one in Baltimore knew how to line up the “dimple” and cut on either side of the seed – a couple in Sac knew how to cut, but just by experience/trial and error and couldn't explain how they knew where to cut
 - Have to plan ahead when they want to serve/use mangos
- Still not sure how to tell when they are ripe
- Don't know what else to do with mangos
- Not very portable in comparison to a banana, apple or orange, get mushy if you carry them around in a container
- Seasonality – perceived to be “summer” fruits, don't see as much off-season, expect not ripe in winter, price is higher
- Kids don't always love them
- “Acquired taste”



“You can't just peel and eat them. I won't sit there at 6 a.m. and peel a mango.” (Buyer)

“I never see recipes calling for mangos.” (Buyer)

“I prefer easier fruits for my kids' lunches.” (Buyer)



Different motivators inspired trial

First trial (buyers) because

- Had on vacation and liked the taste
- Recipe called for mangos
- Family member request
- Tasted one a friend had
- A few had them growing up

"My parents bought them when I was a kid, then I bought them when I was older and out living on my own." (Buyer)

"It's spontaneous for me. Mangos look so pretty in a display." (Buyer)

Repeat purchase because

- Spontaneous purchase
 - Saw a display
 - Good price (\$1 each)
- Family members enjoy them
- Variety/change vs. other fruit

"They're not boring to eat because they're another variety of fruit." (Buyer)



Reaction to Messaging



Nutrition, Educational and General address barriers to increased usage and trial

- Nutrition messages do very well overall. They establish a competitive point of differences with relevant claims, strong messages and credible support, and new, exciting news (vitamin C, younger skin, 20 vitamins and minerals, 100 calories/cup).
 - These are attention-getting and often stand out as the most compelling messaging directions for mangos after respondents discuss all statements
- Non-buyers need the nutrition and general messaging (what to do with a mango, taste descriptions) before they can move on to the educational types of messages.
 - If they are exposed to the “how to” messaging too early (before they’re aware of mangos’ nutritional value and versatility), they may be turned off because mangos may seem like too big a hassle versus their unknown benefits.
- Educational messaging is needed (for buyers too, not just non-buyers) as there are so many daunting unknowns especially around how to know judge ripeness, and how to cut/prepare.
- Buyers and non-buyers could be inspired by recipes and other uses for mangos (e.g., an easy, healthy snack). Hearing how others used mangos made some of these women more interested in trying them.
- Sustainability messaging is too risky; too many negative interpretations, raises questions and gets too deep for when they are thinking about buying fruit



Messaging: General addressed some barriers

What works

- Taste-appeal: “Mangolicious” is catchy, cute, unique, sounds tasty
- “Tropics” generates positive associations (vacations, great tasting fruit, relaxed state of mind) and fits mangos’ image
- “Mango sunshine” also generates positive associations (tropical image, happy feelings, feeling good/relaxed) and ties in with mango imagery (bright, sunny, yellow)
- “Prepare in advance for snacking” makes it easier to think about using mangos as a snack food and fits with how they prepare other fruits in advance
 - Cutting up mangos in advance is a new, intriguing idea for buyers and non-buyers. This prompts some to think about other ways to use mangos (salads, meals, in kids’ lunches)
 - “Days” of snacking is more appealing than a “week” because the latter raises questions (Will it get mushy? Will it taste fresh?) They expect cut fruit to last 2-4 days in the refrigerator.
- “Versatility in recipes” is a compelling benefit to buyers and non-buyers, although the tested statements needed fine-tuning. They were intrigued to hear how others used mangos and wanted to learn about different ways to use them.

“(Slice, dice and chill) makes it sound really easy. I never thought of mangos for snacking.” (Non-Buyer)

“It makes me more interested to know you can do different things with mangos.” (Non-Buyer)



Messaging: General, cont.

Mixed reactions

- “Year round” is polarizing. Some were interested in eating mangos year round and didn’t think they were available in winter/cooler weather. Others were less enthusiastic based on their preference for different foods and tastes in winter/cooler weather, not a tropical taste.

“I’d love to have mangos all year but I don’t notice them in winter. I don’t think they’re available year-round.” (Buyer)

“I prefer season-related food like comfort food in the fall and winter.” (Non-Buyer)

What’s not working

- “Snackable”: Mangos were not very snackable especially compared to other options that were easier to prepare and more portable (apples, oranges, grapes)
- References to kids (“bring out the kid,” “kid appeal,” “empty plates”): Women don’t think of mangos as “fun” per se, although they evoke good feelings and can be a treat. This raises credibility issues because not all kids love mangos.
- “Secret weapon” is more appropriate for veggies or a green like spinach, not for mangos. (dropped after Group 1)

“I always put a piece of fruit in my daughter’s lunch but I’d never put a whole mango in it, unless I cut it up the night before.” (Buyer)

“Mango isn’t a kid fruit. Strawberries and bananas are kid fruit. Mangos are an adult thing.” (Non-Buyer)



Messaging: Education filled in key blanks

What works

- How to pick a mango was very important to buyers and non-buyers but the language describing the desirable touch needs more exploration. “Feel for the give” works for some (especially with the first 2 steps) while “Soft but firm” is clearer and more literal to others. Feeling for the “give” or “soft but firm” is a familiar way to choose certain fruits (avocados, pineapple, peaches)
- Ripening and storage ideas are helpful and new, but women want to know how to select a mango first. The shorter (“leave it out...refrigerate it”) and longer (with the “paper bag” information) statements are simple and clear to understand. The paper bag storage is new learning for mangos but was familiar for other fruit like peaches.
- “Two minutes of learning, a lifetime of ___” Two minutes sounds easy and is doable (when it’s clear that this would be a video to watch, not that the preparation process takes 2 minutes). “Yummy” sounds childish to some who prefer “goodness” or “nutrition” instead.
- “Master the mango slice-and-scoop” helps shed light on the cutting process. “Slice and scoop” is catchy and explanatory (Baltimore); “slice and dice” is catchy and sounds simple (Sacramento)

“This tells me what to look for...how to choose a mango.” (Buyer, Non-Buyer)

“(Ripening/storage info) takes the fear out of buying mangos.” (Non-Buyer)

“I didn’t know you could scoop out a mango.” (Buyer)

“(Ripening/storage info) gives me more options and makes mangos versatile.” (Non-Buyer)

“Slice and scoop gives me a starting point. It sounds doable.” (Non-Buyer)



Messaging: Education, cont.

Mixed reactions

- Cutting instructions are intriguing to buyers and different from what many do. Non-buyers want to know how to cut but don't know enough to understand the instructions.

"If you don't know mangos, (the cutting instructions) don't tell you anything." (Non-Buyer)

What's not working

- "Don't judge a mango by its color": This contradicted their beliefs about color and ripeness but didn't tell them how to judge ripeness instead of using color as a guide. This needs to explain what to do to determine ripeness (e.g., squeeze gently...)
- "Dimple" was confusing and was not a familiar term. Some weren't clear where this is (even when looking at a mango) and it wasn't clear what to do with it after finding it. "Stem end" and "ridge" seemed somewhat more understandable in Sacramento (put the stem end toward you and cut down lengthwise from the ridge)
- "Skinny side up" also was confusing. It was hard to judge which side was the skinny one. "Cut left and right of center" seemed more understandable to buyers than non-buyers
- "Two cuts" was especially confusing and even intimidating for non-buyers

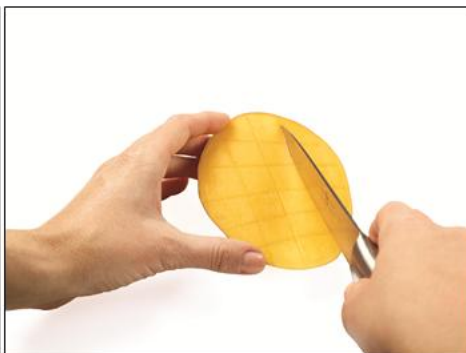
"No one's ever told me about the dimple. I usually cut right down the middle." (Buyer)

"This (dimple and 2 cuts) makes it sound really complicated. The words totally lost me." (Non-Buyer)

"(Don't judge by color) tells me I'm doing something wrong but doesn't tell me what to look for." (Buyer)



Images accompanying education discussion





Messaging: Nutrition was new and compelling

What works

- “Rich in Vitamin A, powerful antioxidants...make skin look younger”: “Younger” looking skin is compelling and believable and is new news about mangos to buyers and non-buyers alike. “Healthy” looking skin also is appealing but not as exciting as “younger” skin. A few initially thought this was a topical product because it didn’t talk specifically about eating mangos.
- “Meet the mango” is catchy and relevant to non-buyers and to buyers who want to know more
- “100% of your daily Vitamin C in a single serving” is compelling as a year-round benefit and is new news to participants. Several felt this was the most motivating direction overall.
 - Women wanted to know what a “single serving” was; Sacramento women preferred “cup” to a “serving” because it was clearer
- “ABCs...20 essential vitamins and minerals” is impressive because “20” sounds like a lot (although some wondered how this number compared to other fruits). They wanted a few examples of the 20 vitamins and minerals. This was the most motivating direction to several.
- “Sweet and delicious at 100 calories a cup” had taste appeal. It encouraged eating mangos as a snack in particular because 100 calories was considered “low” for a snack.

“I’m enticed. I didn’t know this (younger looking skin) about mangos.” (Non-Buyer)

“100% of your Vitamin C is very impressive.” (Buyer and Non-Buyer)

“20 vitamins and minerals makes me intrigued to learn what these are.” (Non-Buyer)

“Only 100 calories makes mangos a smart snack choice.” (Buyer)



Messaging: Nutrition was new and compelling, cont.

Mixed reactions

- “Superfruit nutrition”: Sacramento women were familiar with “superfoods” (one even thought this term was overused) and understood the idea of a “superfruit.” Baltimore women hadn’t heard of “superfoods” and didn’t understand a “superfruit.”
- “Mango-power your family”: “Power” appealed to some because it implied energy and protecting the family’s health. Others thought this was too cutesy, too kid-oriented or too vague for a nutrition message. Some questioned whether mangos really had “power” (i.e., delivered energy.)
- “Vitamin C immune-booster” had some appeal as an alternative way to get Vitamin C and stay healthy during cold/flu season. However, “immune-booster” tended to imply winter consumption only. This positions mangos directly against oranges.

“What’s a superfruit? That sounds made-up.” (Buyer-Baltimore)

“Superfruit means mangos have more nutrition than other fruits.” (Buyer-Sacramento)

What’s not working

- “Spoil your taste buds” was weak. It wasn’t a compelling reason to buy mangos, and they associated “spoil” with food that’s rotten/going bad. (dropped after Group 2)
- “Give your skin the manglo” was too cutesy, although some were interested in skin benefits from eating mangos (dropped after Group 1)

“Mangos need a unique claim. Oranges say they boost your immune system.” (Buyer)



Messaging: Sustainability raised questions and had more weaknesses than strengths

What works

- “Harvested by hand” implies mangos are better quality and more wholesome and the grower is taking better care of them
- “Provide jobs for local workers . . . Supporting the economy in their countries”: Women usually had not considered this before. Responses were generally positive (at least initially, until they gave it more thought) because most believed mangos don’t grow in the US
- “Counters global warming” sounds good, but several questioned whether this is unique for a mango tree

“I like that I’m contributing to lower income countries by buying a mango.” (Buyer)

“It’s helping people and probably helping farmers too.” (Non-Buyer)



Messaging: Sustainability raised questions, cont.

What's not working

- “Sustainability” appears to be a risky topic. It raises questions and opens up the door for scrutiny (about workers’ conditions, possible worker exploitation, etc.)
- These messages are simply too heavy in the context of mangos. Buyers and non-buyers don’t really want to associate any of these with sweet, healthy mangos
- “Supporting the economy in other countries” has the potential to generate negative responses. Some prefer supporting the US economy; others want to know the exact countries they’d be supporting by buying a mango
- “Mango tree absorbs carbon dioxide” did not do well. It generated negative imagery (e.g., the absorbed carbon dioxide might end up in the mango fruit they’d eat) and did not seem unique versus any other tree
- “Average mango tree absorbs 2x amount of carbon emitted...” was too complicated and involved and required too much thinking to figure it out. It also wasn’t anything they really wanted to know more about. (dropped after Group 1)

“If I didn’t know anything about mangos, this wouldn’t make me want to buy one.” (Buyer)

“I’m a caring person but I just want to cut the fruit and eat it.” (Non-Buyer)

“This is a news story, not a fruit story. It doesn’t interest me in buying mangos.” (Non-Buyer)

“This is too political.” (Buyer)



Spokespeople



Spokesperson could go in different directions

Usage Opportunities

- Chef
 - Expert advice on selecting, cutting, serving, storing
 - Variety of easy recipes for different occasions
 - Jamie Oliver: likeable, relatable, energetic, fun, recipes are healthy, simple, realistic



Lifestyle

- Ordinary mom who's busy and on the go
 - Wants easy, healthy food for meals and snacks
- Athlete who's active, healthy and relatable
 - Wants food for energy
- Celebrity moms and athletes were polarizing (e.g. Bethanny Frankel, Jillian Michael)

"I want unique recipes and ways to try mangos." (Buyer)

"A farmer who knows all about mangos." (Buyer)

Mango Grower or Native of the Tropics

- Knowledgeable about growing and caring for mangos
- Educates others about mangos
- Tropics native fits mango's tropical image

"I listen to moms." (Non-Buyer)

"Show me how simple they are to fix." (Non-Buyer)



Mixed reactions to most celebrities or personalities as spokespeople

- Only Dr. Oz, Oprah and Jamie Oliver generated positive reactions overall
 - All are generally likeable and believable
 - Dr. Oz is credible for health and nutrition in particular
 - Jamie Oliver is a fun, relatable chef with down-to-earth, healthy recipes
 - Oprah . . . is Oprah!
- Other personalities or celebrities were polarizing, not credible and/or not familiar
 - e.g., Michelle Obama (concerned about kids' nutrition but too political), Jillian Michaels (into fitness but doesn't cook), Tracy Anderson, Ellie Krieger (unknown), Bethenny Frankel (interested in nutrition but is a rich "Housewives" personality), Bobby Flay, Guy Fieri (funny but associated with "Diners and Dives" and unhealthy food), Gwyneth Paltrow (just a movie star, no connection to health)



Appendix – Final Statements



Final statements

- TBD



Thank You!

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