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*Non-Traditional Media Programs Reach Consumers and Industry Members*  
**National Mango Board Excels at Online Editorial Outreach and Social Media**

In addition to efforts with traditional consumer media, the National Mango Board (NMB) has made extensive progress to supplement its consumer programs with online media components and is beginning to pave the way to measure the success of this non-traditional medium. The NMB conducts online editorial outreach, coordinates blogger events and hosts online recipe contests with popular food bloggers and regularly refreshes industry and consumer related content on Mango.org to continue communicating with its audiences.



"The NMB strives to become an expert in the fast-changing online environment to ensure that when it comes to mango promotion, every nook and cranny is covered," said Wendy McManus, director of marketing for the NMB.

Online editorial efforts include collaborations with nationwide influential food bloggers, all of whom can place mangos in front of consumers. The NMB coordinates blogger events and hosts online recipe contests with popular food bloggers. Some bloggers create original recipes, while others focus on food photography or sharing the latest in food news. The NMB caters to these categories to maximize its consumer program efforts by tailoring specific messages to food bloggers and providing them with the necessary tools to make the latest mango news applicable to their sites.

Efforts in non-traditional media have been paying off. These food blogger communications have resulted in unique opportunities for the board. Bloggers have asked readers for original mango recipes or comments about why readers enjoy mangos. Often a case of fresh mangos is offered up as a prize to a winner, who is chosen by having the best recipe, comment or sometimes at random. The NMB also hosted three blogger contests in 2008, on popular consumer blogs Mele Cotte, The Kitchn and Our Best Bites, a blog that requested a second mango giveaway in 2009. These contests drive traffic to Mango.org and lead to questions about how to select or cut a mango, which presents the opportunity to further connect and familiarize consumers with mangos. Readers often then post information on their own online space thus spreading the message far beyond the original readership of the contest host.



FRIDAY, APRIL 3, 2009

 Taste of the Tropics Giveaway!!

In 2008, the NMB launched the Rising Mango Star Video Contest, an online contest for kids ages 8-14 to create an original mango recipe and film a video demonstration of their signature dish. The digital nature of this

I can't take anyone with me to Hawaii, but I CAN arrange for a lucky winner to have a whole box full of sunshines (aka mangoes) delivered right to their door step! Compliments of The National Mango Board. Close your eyes and with just one cold, juicy bite, and you can transport yourself to your own little tropical oasis.

I love Mango.org's website and I go there often for recipe inspiration, so I thought I'd show you some of the things I've had bookmarked to try out. Pay close attention, because you might soon just find yourself with a whole box of mangoes! Check these out. (all photos from Mango.org)

contest provided opportunities for NMB to work with unique Web sites focusing on cooking contests and kids' events to reach a new group of consumers that might not read food blogs or news sites, such as Kids Cooking and Video Contests That Rock.



**Mango and Bacon BBQ Pizza:**

I knew the minute I saw this recipe that I had to try pairing mango and bacon. And really I don't know how I didn't think of it before. I LOVE ham and pineapple pizza and this is right up that alley. I already have a pizza of my own in the works (as in the working part of my brain. . .) This one looks super easy and I can tell just by looking at the recipe that it tastes amazing.

As NMB delves further into the online world, it continues to find the best way to effectively measure digital success. The NMB makes online measurement a priority as the media climate progresses even more to the digital space. Currently, the NMB utilizes online measurement tools such as Technorati and Quantcast to determine Web visitors and the value of a blog or site.

In 2008 alone, the NMB garnered almost 125 million online impressions for an advertising value of almost \$1 million. This upcoming year promises to be even more fruitful with the return of the Rising Mango Star Video Contest, continued blogger outreach and updates to Mango.org.

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[www.mango.org](http://www.mango.org)

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