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### Mango Board plans more online outreach

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The Orlando, Fla.-based National Mango Board has ramped up its nontraditional marketing and promotional efforts — and has plans to do even more in the future.



In addition to traditional outreach efforts to members of the consumer media, online editorial outreach, coordination of blogger events, hosting of online recipe contests with popular food bloggers and frequent updates to its Web site, [www.mango.org](http://www.mango.org), are among the body's non-traditional outreach efforts, according to a board news release.

"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," Wendy McManus, the board's director of marketing, said in the release.

In 2008 alone, McManus said, the board's online outreach efforts netted almost 125 million online impressions — the equivalent of almost \$1 million in advertising value.

Another highlight of its online marketing was the 2008 Rising Mango Star Video Contest, an online contest for children ages 8-14. Kids created an original mango recipe and filmed a video demonstration of it. The contest will be repeated this year, McManus said.