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**The National Mango Board Receives 2018 Produce Business' Marketing Excellence Award**  
*"Go Mango! The Super Fun Superfruit" campaign wins prestigious accolade*

**Orlando, Fla (August 29, 2018)** – The National Mango Board's (NMB) "Go Mango! The Super Fun Superfruit" marketing initiative was honored with the Produce Business' *Marketing Excellence Award*. This marks the 10th year in a row the NMB's marketing achievements are recognized by Produce Business, which honors innovative produce companies who are revolutionizing the way the produce industry connects its products to consumers.



As the NMB moved into 2018, the new vision, "For mangos to move from being an exotic fruit to a daily necessity in every U.S. household," inspired a campaign full of fun and education. "Go Mango! The Super Fun Superfruit" taps into the unique emotional and functional benefits of mangos, with the aim of evoking joy and happiness each time consumers bite into a juicy, delicious mango. Fun is woven directly into the mango message and the new brand style brings fun to life with expressive, vibrant and lively colors. This fun style is carried across all NMB marketing and communications programs, website, social channels and industry communications.



The NMB has infused super fun across the board, with successful programs such as “*A Mango for All Seasons*” which educates consumers about the year-long availability of mangos and the “*Undress a Mango*” campaign, a fun, flirty take on how to peel and cut a mango. Two fun and personal videos from supermom spokeswoman, Ayesha Curry, educate and inspire families to create delicious mango-centric recipes in a fun, relatable way. The “[\*Mangos: Farmed with Love\*](#)” video showcases the authentic culture of mangos producing countries and the versatility of mango, with fun, upbeat music and vibrant graphics.

“The purpose of the campaign was to reintroduce mangos to the U.S. consumer in a very compelling way,” stated Valda Coryat, Director of Marketing at the NMB. “The vibrant colors and fun positioning amplify the message and resonate with consumers, as we continue to educate and inspire them to enjoy mangos every day of the year.”

The NMB is on track to surpass its marketing goals for the “*Go Mango! The Super Fun Superfruit*” campaign in 2018 and looks forward to the challenge of the dynamic market for produce and food in 2019.

Visit [mango.org](http://mango.org) for more information.

### **About the National Mango Board**

The [National Mango Board](#) is an agriculture promotion group supported by assessments from both domestic and imported mangos. The board’s vision, to bring the world’s love of mangos to the U.S., was designed to drive awareness and consumption of fresh mangos in the U.S. marketplace. One cup of the superfruit mango contains 100 calories, 100% of daily vitamin C, 35% of daily vitamin A, 12% of daily fiber, and an amazing source of tropical flavor. Learn more at [mango.org](http://mango.org).