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**The National Mango Board Wins 2019 Produce Business' Marketing Excellence Award for
"The Mango Store" Campaign**

Orlando, Fla (August 29, 2019) – The National Mango Board's (NMB) "*The Mango Store: A Pop of Sunshine on a Cold Winter Day*" marketing initiative was honored with the Produce Business' Marketing Excellence Award. This marks the 11th consecutive year that the NMB's marketing accomplishments are recognized by the Produce Business, which honors innovative produce companies who are revolutionizing the way the produce industry connects its products to consumers.



The Mango Store opened its doors on Thursday, March 7 on a bustling street corner in Manhattan, NY. During the days immediately prior, the storefront was showcased on a digital billboard in Times Square and on social media to build excitement. The entire store was strategically designed, with bright, eye-catching colors to draw visitors inside to escape the cold and in-store experiences to stimulate all five senses with mango inspiration. Upbeat Mango Associates encouraged guests to interact with displays and shared mango education, while dance worthy beats of "Juicy Mango Jams" set the mood. Signage displayed key education facts such as "It's Always Mango Season", how-to-cut a mango and mango nutrition information. The store showcased mango varieties, mouthwatering mango dishes and drinks, a wall of mango innovation and an interactive photobooth. Celebrity influencers and guests shared the exciting experience across social media.



The NMB aimed to kick-off 2019 with an innovative, disruptive moment to get people across America thinking and talking about mangos during the coldest time of the year. Consumer studies have indicated that mangos are not top of mind during colder months and through this buzz-worthy pop-up experience the purpose was to generate awareness and deliver the key message that mangos are available all year long, while also showcasing the fun and versatility of the world's most popular fruit. The initiative included sampling of creative mango recipes, live demonstrations by celebrity influencers and social media activations.

The Mango Store campaign resulted in a 13.2% increase in overall impressions during the peak of winter. The campaign achieved over 1.3 million social media impressions and over 465,000 video views. Visual assets captured during the pop-up continue to be utilized throughout the year to drive consumer awareness.

"After reintroducing U.S. consumers to mangos throughout 2018 with our new brand positioning and creative, we selected this 2019 brand activation as an unforgettable one-stop shop for all things mango!" stated Valda Coryat, Director of Marketing at the NMB. "It addressed key barriers to consumption, inspired mango usage, brought warmth to a cold winter day and, as always, turned up the flavor and the fun."

About the National Mango Board

The [National Mango Board](#) is an agriculture promotion group supported by assessments from both domestic and imported frozen mangos. The board's vision, for mangos to move from being an exotic fruit to a daily necessity in every U.S. household, was designed to drive awareness and consumption of 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](#).