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Go Mango! The Super Fun Superfruit
The NMB rolls out new marketing strategy

Orlando, Fla (March 7, 2018) – The National Mango Board (NMB) has unveiled a new brand identity and strategy – Go Mango! The Super Fun Superfruit. The new brand style combines consumer insights with inspiration from mango growing regions where sunnier, more vibrant colors evoke fond memories. A more dynamic style encourages creative uses of the multiple mango varieties with a new fun personality that brings to life the vibrant and delicious flavor of this superfruit in exciting and unexpected ways. Along with the fun, the NMB will continue to highlight the versatility and nutritious attributes that makes mangos a top choice for shoppers.

The new brand style and creative were developed following both qualitative and quantitative consumer research exploring the emotional and functional benefits of mangos. The new brand design will work seamlessly across all consumer campaigns, digital platforms, retail and foodservice channels, as well as industry outreach efforts. The rollout has begun and was recently seen at the SEPC Southern Exposure and digital trade advertising, as well as NMB social channels. Stay tuned to see how much fun you can have with mangos this year.

"Mangos have been on a fantastic trajectory, with volumes and consumer acceptance growing year over year," stated Valda Coryat, Director of Marketing at the NMB. "We believe that the pops of color, playful imagery and composition of the new brand style will evoke fun memories and inspire more U.S. consumers to relive and share their super fun experiences and boldly delicious mango recipes with friends and neighbors! Mangos bring fun, pure joy and ultimately happy memories."







The new brand system was developed in close consultation with leading global communications firm Weber Shandwick. Head over to mango.org for more fun recipes and mango tips and tricks.

About the National Mango Board

The [National Mango Board](http://NationalMangoBoard.org) 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.