



By Chris  
Komorek

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## Brand refresh for National Mango Board



US mango industry body launches new look and website aimed at increasing mango consumption

**T**he National Mango Board (NMB) of the US has officially launched its new brand and updated website, with the new look said to blend the past and future of the mango in the US.

Through a process that took more than a year from conception to execution, the NMB said it was thrilled to elevate the fruit and attract the US mainstream by making it more accessible to consumers it deems 'mango-curious'.

"Mangoes are one of the oldest fruits in the world, dating back more than 5,000 years to its origins

in India," said NMB executive director, Manuel Michel. "The board and industry have made great strides over the past 15 years to continue to increase the consumption of mango in the US, and with this rebrand we aim to educate more consumers about the flavour, nutritional value, and versatility of mango."

Through an extensive consumer research study, along with input from NMB staff and board members, and agency partner, Bigeye, the new brand and website present a vibrant, exciting, flexible brand that elevates the perception of mangos and the NMB.

"The new branding is big, bold, and flavourful styled to feel contemporary, but nuanced enough to reflect the rich history of mango," outlined NMB marketing & communications director, Tricia Bramley. "Our digital presence has grown over the past 18 months, spurred on by our intentional marketing pivot due to the pandemic. Now, our website truly reflects where we are and paves the path for where we are going."