



By Chris  
Komorek

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## AFM launches Avocado Nation Studios



### Avocados From Mexico's new digital offering personalises content through use of Artificial Intelligence

The top selling brand of avocados in the US, Avocados From Mexico (AFM), has launched its Avocado Nation Studios, a digital innovation which employs data intelligence to offer predictions, recommendations and personalised content tailored to each viewer.

Featuring exclusive videos created by a network of content creators, the platform provides fresh and fun ways to engage with the brand.

Thalia Sodi (pictured), the global superstar singer, songwriter, author and entrepreneur will partner with AFM once again for a brand-new campaign titled, "Salud, Ejercicio y Grasas Buenas" con Thalia, meaning "Health, Fitness and Good Fats" with Thalia.

Sodi's Spanish channel will be centred around health, wellness and ways to incorporate the heart-healthy fruit into diet and exercise routines.

The Avocado Nation Studios content series featuring Sodi is an extension of a

consumer programme that promoted the positive impact avocados have as part of a healthy diet.

"Avocados are a staple in my diet and overall lifestyle, and I am thrilled to work with Avocados From Mexico once again," said Sodi.

"After the challenges of the past year, health and wellness are more important than ever. Adding avocados, which have good fats and nearly 20 vitamins and minerals, into the mix makes it fun and delicious. I can't wait to show viewers my tips and tricks for healthy eating with Avocados From Mexico."

Sodi leads a roster of high profile content creators that have partnered with AFM to develop various videos that both entertain and educate audiences about avocados.

Deborah Berebichez, the first Mexican woman to graduate from Stanford University with a PhD in Physics and a data scientist, TV host, educator and entrepreneur, explores the science of avocados.

Instagram influencers Mila and Emma Stauffer have a channel detailing their adorable adventures with AFM, while Ally Brooke of the girl group Fifth Harmony takes viewers along with her for a virtual tour across the US.

Additionally, AFM has partnered with Atlas Obscura to produce videos including a parody of reality dating shows and an avocado fashion show.

"We're proud and thrilled to be working with Thalia again and to add these influencers to the AFM family," said Ivonne Kinser, head of digital marketing and e-commerce at AFM.

"Thalia is admired by Hispanic audiences for her music and healthy lifestyle, so we could not imagine a better spokesperson to promote the positive impacts avocados have on health and wellness to our Hispanic consumers. Given her heritage and long-time love of avocados, Thalia fully embodies the essence of our brand."

Avocado Nation Studios is part of AFM's new Avocado Nation platform, which is

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partnership forged last year with her brand, "Cooking Healthy with Thalia," a

powered by Artificial Intelligence that

allows AFM to leverage its consumers' preferences to deliver highly personalised content.

"The variety of content we've produced goes to show that avocados truly are for everyone," said Kinser.

"Just as avocados are so versatile and enjoyed in different ways, we've strived to create content for all preferences and look forward to delivering personally curated video recommendations."

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