



Watermelon Update

NATIONAL WATERMELON PROMOTION BOARD



MasterClasses Showcase Watermelon

Groundbreaking Virtual Media Event Series Educates Editors and Influencers on All Things Watermelon

Arguably one of the largest pivots of the spring-summer season for the communications program was moving the freelance media event to a virtual activation. And not just taking an in-person event online with Zoom meeting but making it three separate events with three different topics, three

different presenters with three sets of recipe ideas, sending out three different curated boxes of watermelon goodies for the media to enjoy and utilize for their Watermelon MasterClasses. The strategies were tri-fold (continued on page 2):

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NEW Watermelon Market Report and CBS Sunday Morning: August 23rd Segment

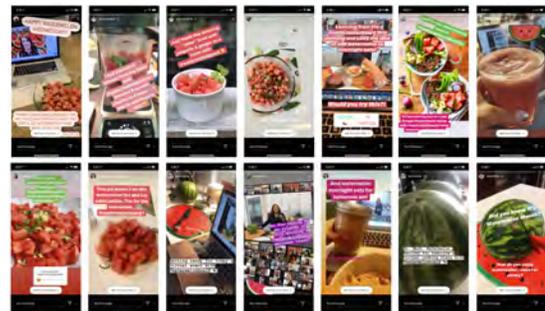
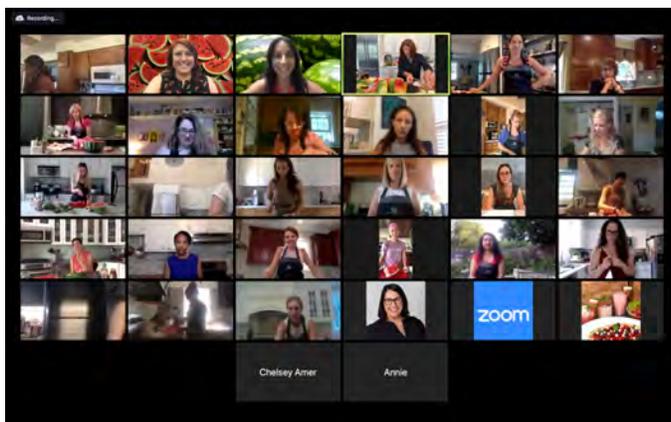
MasterClasses Continued

- Lean on “Back to Basics” materials to educate novice cooks on easy ways to get creative with watermelon
- Leverage “Use the Whole Watermelon” messaging to encourage use of the rind and juice
- Develop strong relationships with members of the media – both those we knew and hadn’t worked with yet

We spent weeks pitching media contacts from major publications, in a time when much of the country was in a *shelter in place* order. We offered an at-home free event to create content and excitement about our sweet summer staple, but education and messaging focused on a year-round message to extend our reach and amplify our appeal.

We confirmed attendees across the country, rather than have to only host those based in the NYC-area. We sent out custom curated watermelon boxes with a mix of items related to the class and related to our brand: a logoed chef’s apron and a new kitchen knife, a cocktail shaker and food pun spatula, etc. The boxes generated excitement and enthusiasm for the classes, and each one was well attended... with the cameras turned ON! Further, the timing of the classes gave many attendees the opportunity to create their own watermelon content this summer, in time for National Watermelon Day and beyond!

In total, we hosted **60 food editors, writers and media dietitians** and showered them with watermelon goodies and knowledge. Their enthusiasm and delight over the events ensures earned media attention for watermelon to come for months. To date, we have nearly **40 social media posts and 15 blogs/articles** covering these events, which wasn’t one of the main strategies but additional earned content on their personal influencer networks. We look forward to building long lasting partnerships with all the publications below in the coming year.



From **Dana White** to **Everyone**:  11:30 AM
So delish — one of my kids just busted in and stole mine :)

From **victoriaretelny** to **Everyone**: 11:30 AM
So tasty and refreshing. I love the idea of making it sparkling!

From **Vandana** to **Everyone**: 11:31 AM
Love the watermelon pulp in the overnight oats idea!



Foodservice Campaigns Find New Ways to Promote Watermelon

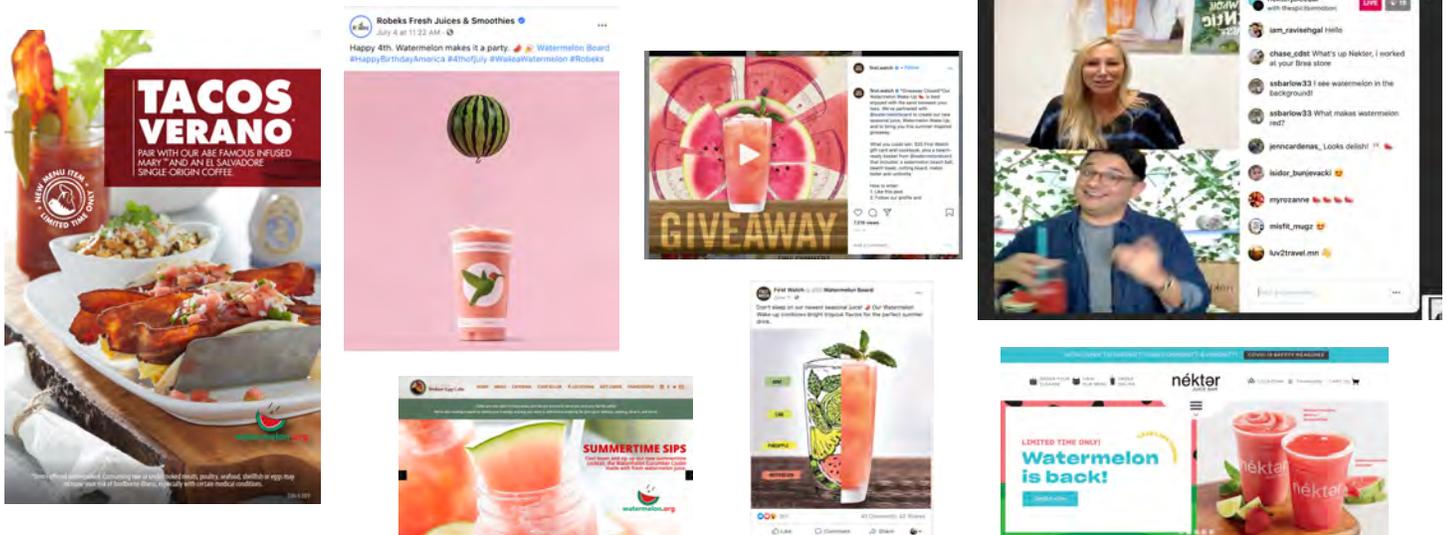
Watermelon continues to find its place on menus throughout the country despite the rapidly changing foodservice landscape. Partnering with both quick service and full-service national chains in the spring and summer months, the NWPB focused on takeaway- and delivery-friendly options to not only include watermelon on the menu, but keep it top of mind with their customers.

Juice and smoothies played a prominent role in all of these promotions, allowing operators to experiment with watermelon's flavor profile, while understanding that [away from home, consumers most enjoy watermelon raw, as a snack or with lunch.](#)

The Board worked with the following foodservice operators:

- Another Broken Egg – **Chain wide usage** in 74 outlets included a fruit side and Watermelon Cucumber Cooler. This year, the promotion started earlier in the year (March 17) and, for the first time, **the chain tested a savory application**, Tacos Verano with Watermelon Salsa.
- First Watch - Running June 1 through the end of August in **380 locations**, the Watermelon Wake Up juice scored an 86/100 on Datassentials SCORES report, a monthly report that tracks and ranks new menu items. Promotions included in-store chalkboards, e-blast, blog post and social.
- Nektar - Expanded social media promotional elements **including Instagram Live and Stories with Nektar founder Alexis Schulze and Board beverage consultant Tony Pereyra**, amplified on Board channels. Offerings in **165 units** included a smoothie and juice, running from June 15 until Labor Day weekend.
- Robeks – **Custom graphics** on Instagram and Facebook promoting the Wailea Watermelon Smoothie, a customer favorite, in **84 locations**.

The Board will continue chain outreach in hopes for a fall/winter promotion. There are other items being tested across the country this summer stemming from sponsored events in 2019. Operators continue to be inspired by watermelon and consumers want to see it on menus.



NEW Watermelon Market Report

The Board offers customized market analysis opportunities to help the industry with their business. These analytical tools for the watermelon industry use AMS Market News data to track FOB, movement, and more. Previously the [Supply Chain Research](#) page offered Excel files updated weekly that can be downloaded for analysis. New this month is the [Watermelon Market Report](#) provides an overview of the market each week. The straightforward report gives a high-level look at movement, source regions, and seedless FOB prices. Please reach out to [Jason Hanselman](#) with questions, to request a custom report, or to receive the Watermelon Market Report when it is updated.



Watermelon Market Report
Compiled by the National Watermelon Promotion Board

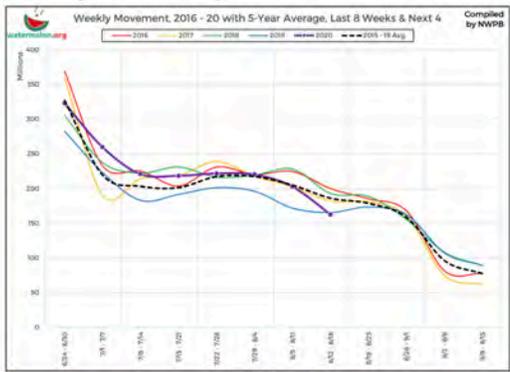
Market
Data current through August 20, 2020

- Volume showing steep drop a week or two early
- Seedless FOBs continue downward, still above average

Movement	2020	2019	2020 v 19	2015-19 Avg.	2020 v Avg.
Last 7 Days	162,870,000	165,710,000	-1.7%	186,130,000	-12.5%
Last 30 Days	876,380,000	781,330,000	12.2%	886,562,000	-1.1%
Year to Date	4,540,280,000	4,572,790,000	-0.7%	4,531,304,000	0.2%

Movement

- Volume falling for second straight week, mirroring typical decline two weeks from now
- Below the average, but in line with last year



Source: AMS Market News Portal
To download NWPB's detailed Excel files visit:
<https://www.watermelon.org/audience/industry/research/supply-chain-research>

For questions or expanded information reach out to:
Jason Hanselman • Phone: (407) 925-5285 • Email: jasonh116@gmail.com



CBS Sunday Morning: August 23rd Segment

In case you missed it, CBS Sunday Morning did a terrific job on a watermelon segment that aired on Sunday, August 23rd. You can check it out here: <https://www.cbsnews.com/video/watermelons-a-taste-of-summer/> 

NWPB was approached by the segment producer in July and the team worked to provide timely resources and contacts for this earned media megastar! The average episode of CBS Sunday Morning has **5.92 million viewers**.



Ibotta Shopping App July Results

The Ibotta Shopping App campaign launched on July 8th and it was exceptional! Over the course of 3 days, the offers had:

- Over **4 million total brand impressions**
 - Almost all of those impressions were new redeemers
- 30,305 offers redeemed
 - 28,326 redemptions were new redeemers

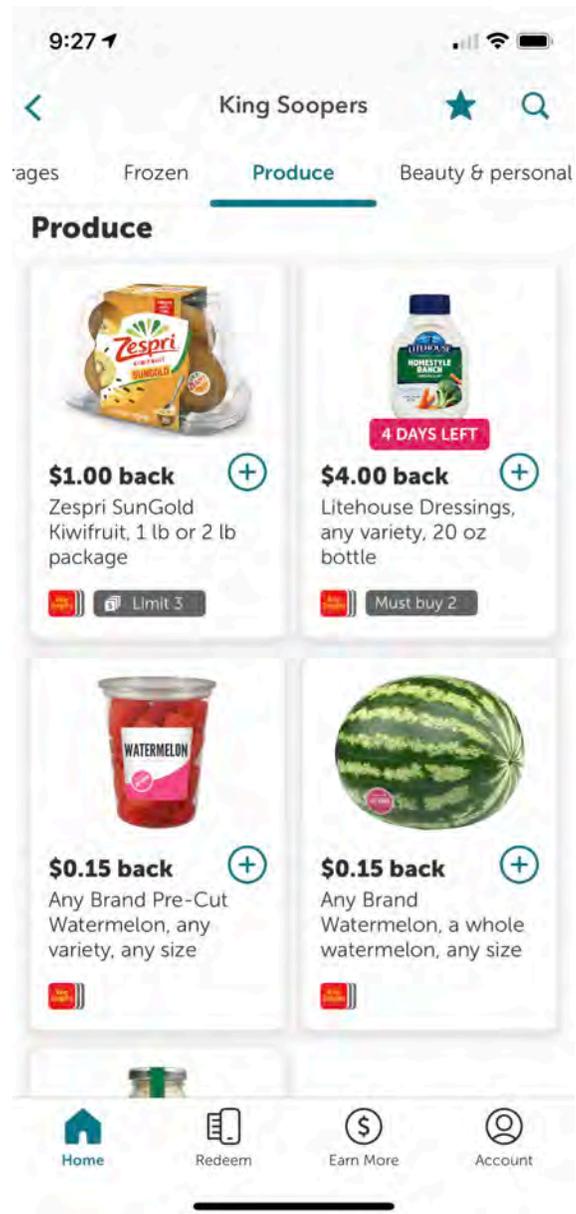
The watermelon offer was also featured on Kraft-Heinz's Athenos brand campaign. Here are those metrics:

Watermelons --> Athenos Splash Page funnel

- 137,289 Watermelons customers were served Athenos splash page
- 12,304 added Athenos offer from the splash page
- 1,844 customers redeemed Athenos from that splash page unlock

Athenos --> Watermelons Splash Page funnel

- 187,089 Athenos customers were served Watermelons splash page
- 26,177 added the Watermelons offer from the splash page
- 3,977 customers redeemed Watermelons offer from that splash page unlock

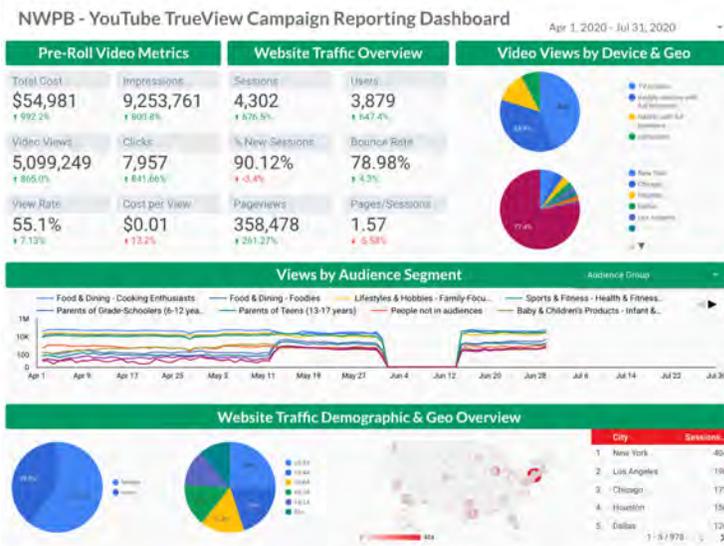


Watermelon.org Golden Arc Award Winner



The NWPB website redesign and build was selected for a **first place Golden Arc Award** from the Ag Relations Council. This year's contest attracted the highest number of entrants in recent history, so the competition was tough, and we are so excited the website was selected as a winner. The Golden ARC Awards contest honors the **stellar work created by professionals in the agricultural industry**. The format and requirements for the Golden ARC Awards are similar to other leading PR awards programs, based on best practices for public relations and public affairs campaigns and tactics.

April-July YouTube TruView Campaign Results



Final reporting is in from the Q2 YouTube preroll video campaign, utilizing the watermelon TV commercial in a 15-second spot. This campaign was originally developed to provide a cost-effective avenue for promoting NWPB’s commercial video – with brand awareness as the primary goal and site performance as the secondary goal. This 4-month campaign brought value to NWPB’s overall strategy with the following results:

1. **Cost:** Maintained a \$0.01 CPV throughout the entire duration of the campaign. For these initiatives, a penny per view is as cheap as it gets. This metric decreased Year over Year from \$0.03 in 2018 to \$0.01 during this campaign.
2. **Brand Awareness:** This campaign exceeded View Rate benchmarks (45-50%) while increasing total Views. These metrics increased Year over Year, from 37.47% in 2018 to 55.10% in this campaign.
3. **Earned Actions:** This is when a viewer watches a video (the video ad) and then takes a related action (watches other NWPB videos) on YouTube. These actions increased, with 55 earned parents in 2018 to 88 during this campaign.

Overall for a 4-month period at the beginning of a pandemic, this was an incredibly successful program spend. In total, the ad had 5M Views, out of 9.2M Impressions. We saw that TV screens continued to drive video views (44%) and the ad drove over 4,300 website views over the 4-month campaign, leading to 358,478 additional pageviews at Watermelon.org.

This campaign was excellent for brand awareness. Together with paid and organic social campaigns, this helped increase the visibility of watermelon.org as the center for recipe content and it helped drive education, information and inspiration for watermelon demand.

Watermelon on the Menu

The Board strives for watermelon placements on regional and national chain menus, but independent restaurants are an important part of the foodservice community. The Board tracks watermelon usage on independent menus to have **inspirational menu ideas for chain menus** and to use for **foodservice media placements**. If a menu item is really exciting the Board will shoot photography to use with media and in ideation sessions as well. Although 2020 has been very hard on independent restaurateurs, watermelon has still seen exciting menu usage this summer from meal kits, to delivery, to in-restaurant dining, including:



- Love Your Melon Salad, Ya-Ye, Denver, CO
- Black-eyed Pea Salad with Watermelon and Barrel Aged Feta, Sense, Boston, MA
- Tea Glazed Pork Belly with Pickled Watermelon Rind, ABC Pony, Washington D.C.
- Ahi Tuna Nachos, Mister C's, Allenhurst, NJ
- Spicy Mezcal and Watermelon, Solstic Restaurant, Stowe, VT
- Watermelon Bruschetta, The Mill, Tampa & St. Petersburg, FL



A managing partner at The Mill said the **Watermelon Bruschetta (pictured, right) is their most popular dish!** The Board will continue to monitor independent foodservice operator's watermelon usage throughout the year.



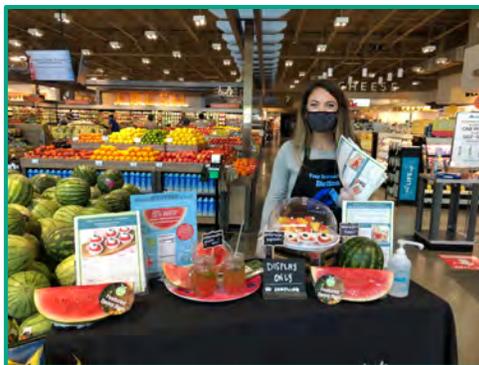
Board Staff Stay Connected to Industry Through Virtual Networking Events



As a part of United Fresh LIVE! 365, **Megan McKenna**, **Juliemar Rosado** and **Stephanie Barlow** participated in Summer Meet Ups. The August events focused on Marketing and Women in Produce, as well as a United Fresh Leadership Alumni event. Accessed through United Fresh LIVE! 365 and hosted via Zoom, the events used poll questions to engage the group then broke everyone into randomized small groups multiple times to help facilitate networking. Although not the same as in-person, the Meet Ups allowed staff to stay connected to colleagues and meet new people.

Summer Retail Promotions Strong

The summer has been jam-packed with watermelon promotions. With the efforts of produce managers, retail account managers, Supermarket RDs and watermelon queens, NWPB has been able to conduct promotions with Jewel-Osco, Albertsons/Safeway and Rouses Supermarkets to name a few!



Earned Media Mastery: Virtual Summit

In August, Stephanie Barlow attended the Earned Media Mastery Summit to learn and network with 35+ world-class public relations experts, authors and journalists. NWPB communications efforts heavily emphasize *earned media*, which is not paid or advertised, but is media coverage in its purest and most trustworthy form. Goals of attending this online summit were to find out how to get attention and interest from journalists, discover new pitching techniques that win coverage and build relationships with the media and how to communicate results back to stakeholders. To learn more about these sessions or to access recordings, contact Stephanie directly at sbarlow@watermelon.org. The agenda of topics, which include multicultural public relations, leveraging data and story amplification, can be found here: <https://earnedmediamastery.com/2020-agenda/> .



Partnership with The Produce Moms

A long-standing partnership with Lori Taylor of *The Produce Moms* has once again proven their performance with an exceptional execution of third-party elements, including but not limited to their terrific National Watermelon Day email which garnered a 40% open rate to 15,000 distribution sends. Other activations from our Spring-Summer partnership with The Produce Moms include the following:

- Custom recipe blog and eblast - [Watermelon Campfire S'mores](#) ↗ for Father's Day
- Custom dedicated e-newsletter - [National Watermelon Day](#) ↗ roundup of recipes
- One Facebook Premiere and IG TV - [Back to Basics](#) ↗ carving watermelon
- One morning show segment on Indy Style - [Celebrating Flavors of Summer](#) ↗
- Custom video asset - [Watermelon and Tomato Salad](#) ↗ redux



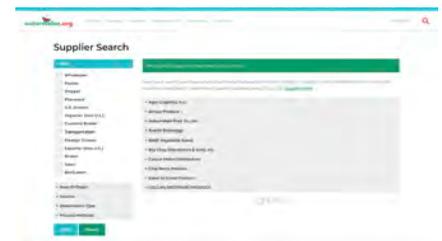
Additionally, as a value-add to our partnership and in an effort to increase our Instagram community size, *The Produce Moms* will be doing a watermelon sweepstakes leading up to Labor Day. By asking fans to follow us and tag a friend, they are entered to win a watermelon prize pack of branded *Produce Moms* watermelon swag plus a few items from us. Another terrific partnership executed with *The Produce Moms*!

The 2019 watermelon dog treats post by TPM is their #2 performer on their entire site in July!



Help Buyers Find Watermelon!

Be a part of the more than 50 companies present - opt in to the [Supplier Database!](#) Each year the Board reaches retail and foodservice buyers through marketing programs and the new opt-in only [Supplier Database](#) is the resource for retail and foodservice buyers looking for watermelon. Visit the Supplier Database at watermelon.org/supplierdatabase and submit the Database [entry form](#), email supplierdatabase@watermelon.org or call 407-657-0261.



Upcoming NWPB Connections

PMA Women's Fresh Perspective Virtual Event Series - Tuesdays in September

Canada Concepts (Virtual) - September 15 - 17