



- Advertisement -

Retail promotions a key part of NWPB's marketing program

At the [National Watermelon Promotion Board](#), promotional opportunities at retail include in-store, digital and social media marketing components, providing customer reach for product and nutrition education as an extension to the brick-and-mortar element that is coming back into focus.

Providing accurate and knowledgeable product information is a path to purchase opportunity, according to Juliemar Rosado, director of retail and international marketing at the NWPB.

“Resources and tools for the in-store employees are just as important as what is provided to a customer,” said Rosado. “In the retail education space, NWPB plans to promote the newly developed Watermelon Learning Lab, which is an online tool with lesson plans and videos for retailers seeking to educate employees that work with watermelon.”

Rosado said NWPB continues prospecting digital avenues to reach the consumer within their path to purchase, and the board plans to continue working with mobile media company Genesis to provide “App>Less” immersive storytelling and guaranteed engagement.

“These opportunities track with current and future shopper habits that continue to shift heading into 2023 and 2024,” said Rosado. “New this year, we plan to work with independent retailers through technology company Grocery Shopii to amplify existing recipe content to reach new audiences.”

One of NWPB’s key promotions, the retail merchandising contest, turns 15 this year and encourages retailers to incorporate social and digital media and marketing efforts in addition to in-store experiences, according to Rosado.

“The contest started in July to honor National Watermelon Month and runs throughout the month of August to encourage and identify retailers who are showcasing watermelon’s benefits including health, value and versatility,” she said.

The retail merchandising contest will have more than \$10,000 in cash and prizes will be awarded to winners, the grand prize winner will receive \$5,000, second place winner will receive \$2,500, third place winner will receive \$1,000 and the three honorable mentions will receive \$500.

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