



**- Advertisement -**

**NWPB's Slice of Happy Project leading communications efforts**

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May 23, 2023

Consumers are in for a dose of happiness with the [National Watermelon Promotions Board](#)'s new campaign soon to launch called the Slice of Happy Project, according to Stephanie Barlow, senior director of communications for the NWPB.

Using new findings from NWPB's annual consumer behavior survey that indicate 100 percent of people reporting that watermelon makes them feel happy, Barlow said the Slice of Happy Project will position and promote watermelon throughout the year in elevated, joyful ways while delivering key messaging on value, sustainability, wellness, versatility and health. The campaign and landing page will launch June 1.

To amplify the campaign and to educate further about watermelon key messages to consumers, NWPB will work with targeted influencers and partnerships across digital and social media, including TikTok, Facebook, Instagram, Pinterest, Twitter, YouTube, blogs and newsletters.

"The earned audience reach embedded with each influencer lends validity and credibility to watermelon benefit messaging beyond the NWPB brand, and continually influencer engagements are effectively strong," said Barlow. "Expect to see more elevated and amplified voices sharing about watermelon health and happiness starting in the summer, from both existing watermelon friends and from new campaign partners recruited specifically for Slice of Happiness Project reach."

Influencer partner programming represents part of the shared media outreach for watermelon messaging to increase demand this spring and summer, according to Barlow, who added that another important element is the paid media, where NWPB pays to place its media content to targeted demographic audiences in more hybrid and traditional media.

New in 2023 is a paid tactic with national podcast advertising through iHeart Media, with monthly editorial voice-over ads read in-stream across eight psychographic demographics. The Watermelon Wellness season television ads will be placed on connected television streaming apps that append the cable television stations with ad-supported CTV streaming ads.

#### Educator and parent resource

A freshly launched educator and parent resource, the Watermelon Day DIY Guide, is being advertised and amplified to reach teachers hosting end-of-the-year parties for children in classrooms, but also appealing to parents having a watermelon-themed party for their children.

The guide has Pinterest-inspired watermelon simple crafts like Watermelon Suncatchers, Watermelon Party Hats and Watermelon Crowns but also activity sheets including coloring pages and more educational counting cards or MyPlate sheets.

In addition to the main consumer facing Slice of Happy Project campaign for the communications program this year, there will be more dietitian and health professional outreach and education, more watermelon grower stories on TikTok and other social media, and the continuing partnership of NASCAR's favorite Melon Man, Ross Chastain.

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