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NWPB keeping it simple with Simply Watermelon campaign

By

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As the calendar flips to June and the mercury begins to climb, watermelon sees a surge in popularity as people turn to the popular summertime fruit to help keep cool and stay hydrated.

But it doesn't hurt to remind consumers that watermelon is nutritious and versatile, and something that should be on their everyday shopping list.

The National Watermelon Promotion Board looks to keep watermelon top of mind for consumers with its Simply Watermelon campaign.

“People love watermelon, plain and simple, because it is delicious and refreshing,” said Stephanie Barlow, senior director of communications for the Orlando, FL-based National Watermelon Promotion Board. “This year, we are stepping it up with a fresh set of straightforward, simple recipes and engaging videos, encouraging everyone to enjoy watermelon every day.”

Barlow said the goal of the communications program is to provide high-quality content that gets the most engagement, and that starts with flavor and craving, followed by tips on selection, cutting and storage.

She also said the sustainability message is an important one, and tips for using the whole watermelon from flesh to rind have been an emphasis for the NWPB in recent years.

“It helps connect watermelon to value,” she said. “Undoubtedly, the focus remains on the nutritional benefits, as watermelon boasts high levels of vitamin C, lycopene, and exceptional hydration properties. However, let's not overlook its ability to infuse pure joy and happiness into our lives!”

To help promote the Simply Watermelon messaging, NWPB is holding a sweepstakes that will be the topic of iHeart radio podcasts and has a dedicated Tik Tok campaign this summer, which it will deploy in partnership with its Toronto-based agency, Argyle.

“The Tik Tok campaign will feature ‘ambassador’ or ‘influencer’ created content that is on-trend, which will complement our in-house content for the Watermelon Board channel,” she said. “The content will look to elevate snack time, while promoting hydration and wellness.”

She added that the NWPB also will rely on its own influencer partners, such as nutritionists, fitness enthusiasts, lifestyle and wellness experts, as well as NASCAR star Ross Chastain, who has been a lifelong advocate of watermelon as an eighth generation “Melon Man.”

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About John Groh |

John Groh graduated from the University of San Diego in 1989 with a bachelors of arts degree in English. Following a brief stint as a sportswriter covering the New York Giants football team, he joined The Produce News in 1995 as an assistant editor and worked his way up the ranks, becoming publisher in 2006. He and his wife, Mary Anne, live in northern New Jersey in the suburbs of New York City.

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