

Summertime in 2017 Gets Sweeter with Georgia Watermelon Association Promotions

The Georgia Watermelon Association (GWA) is in full swing with their 2017 summer promotional campaign. The GWA dedicated more than \$90,000 to a marketing program that included billboards, television programming, media sporting events and social media promotions.

Georgia watermelon billboards are currently featured across major Atlanta highways until mid-July to help build anticipation for the 2017 production season. Impressions for this part of the campaign are anticipated to be in the hundreds of thousands!

Television and social media were also a large part of this promotional program. The GWA created and launched the “RE-THINK Watermelon” video. Visit this link to view:

<https://www.youtube.com/watch?v=py-guLKMmes> This upbeat, high energy, 30 second commercial reminds viewers that there are many different ways watermelon can be used– blended, sliced, chopped, balled, grilled, to name a few. The ad will appear throughout the season on HGTV, Bravo, Food Network, ESPN and the Atlanta Braves games.

GWA partnered with Farm Star Living as a sponsor in the Cocktail Garden at the Atlanta Food and Wine Festival in early June. The GWA teamed up with other produce companies and Tito’s Vodka to serve some delicious, refreshing and unique concoctions to thousands of guests. The GWA also contracted with Erica Key, an award-winning Atlanta-based food scene blogger and founder of *Eating with Erica*. She attended the weekend long festival to highlight the GWA’s participation at the AFWF. Check out the beauty shots and content here: <http://eatingwithERICA.com/2017/06/atlanta-food-wine-festival-georgia-watermelon-association/>

In honor of National Watermelon Month, the GWA Queen, Ms. Anna Beth Potter, joined the Chick-fil-A team at their headquarters in Atlanta on July 10th to help celebrate their summertime drink, **Watermelon Mint Lemonade**. The festivities included a tour of the facility, sampling watermelon and watermelon mint lemonade and a visit with their culinary team in the test kitchen.

To reach consumers through social media, the GWA partnered again with Harvest PR & Marketing to create a two-pronged social media campaign that targeted local bloggers to highlight watermelon and the Georgia’s Best Summertime Drink contest on Facebook. The contest will stay open until the mid-August and invites participants to create their own drink using Georgia watermelon! To encourage consumption and hydration with watermelon, the GWA worked with Kilroy Communications and rolled out the “Play. Eat. Repeat.” campaign targeting both youth and adults through the development of creative items, social media and blog features.

Visit www.georgiawatermelonassociation.org for more information on all promotions this summer!