

Marketing

MARKETING



2019 National Plant of the Year Program



ANNUAL
OF THE YEAR

LEMON CORAL™
Sedum



HOSTA
OF THE YEAR

SHADOWLAND®
'Autumn Frost' *Hosta*



PERENNIAL
OF THE YEAR

SUMMERIFIC®
'Berry Awesome' *Hibiscus*



LANDSCAPE
SHRUB
OF THE YEAR

LOW SCAPE®
Mound Aronia



ROSE
OF THE YEAR

AT LAST®
Rosa



HYDRANGEA
OF THE YEAR

FIRE LIGHT®
*Hydrangea
paniculata*



FLOWERING
SHRUB
OF THE YEAR

SONIC BLOOM®
Weigela florida

Building on the strong successes of our **National Plant of the Year program**, we are expanding the campaign this year. Growers have demonstrated extraordinary increases in sales of the plants featured and retailers have asked us to broaden the scope of the program. Offer our ready-to-go signage (shown on p.20) to promote these award-winning plants or let us help you and your customers create a custom look.

The Making of a Champion

The National Plants of the Year are never chosen at random. To reach this highest designation, Proven Winners annuals, perennials and shrubs must meet a strict set of criteria for consideration including:

Easy to Grow – They must be easy for both growers and gardeners alike to grow. It shouldn't take an expert to grow beautiful flowers.

Iconic – Easily recognizable at a glance, the National Plants of the Year have an iconic style unmatched by lookalikes.

Readily Available – These plants are easy to find locally or online. Announcing the National Plants of the Year a year in advance helps growers be prepared for the demand.

Perfect for Baskets and Containers – The Annual of the Year grows beautifully in hanging baskets as well as upright patio containers and window boxes.

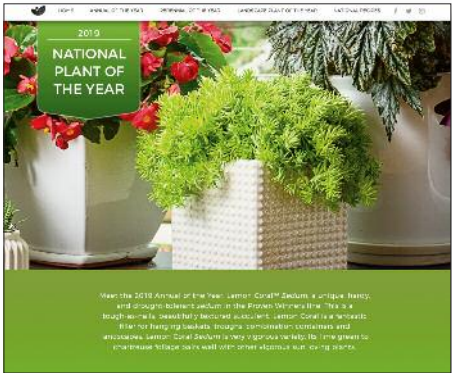
Outstanding Landscape Performance – Not just for containers, these plants also deliver a knockout performance when planted in landscapes.

Sonic Bloom® is a registered trademark of the Syngenta Group Company.

National Plants of the Year Promotion

We're ready to launch a multimedia marketing campaign to build awareness and excitement for the 2019 National Plants of the Year. Look for promotions at consumer shows, online, through social media, print magazines and more. Then let us help you with your own marketing at the retail level. Here's a quick look at our upcoming efforts.

Consumer Promotions



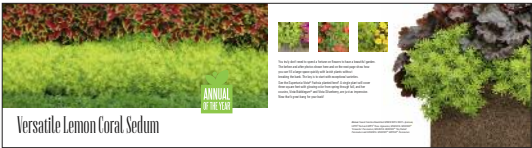
www.nationalplantoftheyear.com – This dedicated website is working hard to build consumer demand for all the exceptional varieties in the program. Share the excitement by linking to this site from your website and social media pages.



National Print Advertising – Ads running in popular Canadian lifestyle and gardening pubs reaching 1.4 million Canadian homes: *House & Home*, *Maison & Demeure*, *The Prairie Garden*, *Food & Drink*



Garden Answer
Laura from Garden Answer is already hard at work crafting promotional videos for the 2019 National Plants of the Year. Her videos have been viewed over 40 million times on YouTube.



Gardener's Idea Book – 46,000+ copies were delivered to Canadian residents in 2018. We expect the strong demand for this one of a kind publication to remain steady in 2019.

Retailer Resources



National Plant of the Year Program POP – Use our ready-to-go signage to promote these award-winning plants or let us help you and your customers create a custom look. Order online at www.provenwinners.com/catalog/point-purchase-materials-canada



National Plant of the Year Program Social Media and Web Graphics – Let us help you promote the National Plants of the Year with free graphics to use on your own social media sites and website. Get started at www.provenwinners.com/social_media.

Catch Us on Your Commute



Billboard messages displayed each spring along the nation's busiest roadways remind consumers that it is time to head to their local retailer to find and plant Proven Winners. Check out all our billboard locations for Spring 2019 at www.provenwinners.com/professionals/advertising

Market	# of Billboards	Weekly Impressions	Total Impressions
Quebec/Montreal	7	1,988,588	7,954,352
British Columbia	7	1,889,286	7,557,144
Alberta	6	1,560,566	6,242,264
Ontario	6	3,106,411	12,425,644
Total	26	8,544,851	34,179,404

Subject to change, figures represent the 2018 billboard campaign.

Share the #1 Resource of the Year: Gardener's Idea Book

Let Us Work for You

Our passion is inspiring people with new ideas about how to use plants to make their world more beautiful. We continue to spread the word through our annual *Gardener's Idea Book* which reaches 450,000 people across North America. Chock-full of inspiring imagery backed by expanded content on beauty.provenwinners.com, this little book is one of your best resources. 57% of retailers have reported that customers come in to their stores with the *Gardener's Idea Book* in hand and request plants by name.



Customize Your Message

Add your marketing message to the back cover of the *Gardener's Idea Book* by March 15, 2019 for **FREE** and we'll mail them out for you – no charge for the books, you just pay the postage. Or make the *Gardener's Idea Book* your own by submitting your design ideas to us by January 25, 2019 and we'll print a fully customized back cover for your mailing list. Learn how customization can work for your business at provenwinners.com/share-booklet or contact Sandy at 1-815-895-1872 or Sandy@provenwinners.com.



Order Extras for Giveaways

Gardeners love giveaways! Order extra cases of the *Gardener's Idea Book* to give away at your registers and events. Retailers who take advantage of our customized message offer pay just \$50 + shipping per case of 100 books. Those who aren't and would like to purchase cases of the books separately can do so for \$65 + shipping per case of 100. Either way, it's one of the most cost-effective ways to put actionable gardening ideas into the hands of your customers. Call 1-815-895-1872 or place your order online.

"We have and continue to have the *Gardener's Idea Book* sent to our customers. We love it and have wonderful feedback from our customers who bring it in with them when making their plant selections. It is an awesome inspirational book with wonderful tips and information in it."

Becca Massat – The Growing Place

 **46,000+** copies of the *Gardener's Idea Book* were sent by request to Canadian gardeners in 2018.



Expanded Content on beauty.provenwinners.com

Moving well beyond words and pictures on paper, we bring the concepts from the *Gardener's Idea Book* to life online at beauty.provenwinners.com, on specially created Pinterest boards, in videos and feature articles. This content becomes available online in mid-February as the printed book delivery begins.

We welcome you to share our #1 resource by linking to and sharing the *Gardener's Idea Book* content on your own website and social channels. We hope you will use these resources as inspiration for in-store workshops, endcaps, and creating your own original content to motivate your customers.

 www.beauty.provenwinners.com



How We Support Our Independent Retailers

Become a Certified Retailer

It's simple – a trained staff is more effective. Companies that invest in staff training routinely see an increase in productivity, revenue and employee loyalty. While some training programs can be costly, we are offering to train your staff on Proven Winners plants and products for FREE. Why? Because when you're successful, we're successful. We want you to be armed with everything you need to know to have a profitable season.

Join 1,010 other garden centres and 7,680 employees who became Certified Retailers in 2018. 99% of Certified IGC employees say they would recommend our training program to a co-worker. Training is available from Feb 1 through May 1 every year at www.provenwinners.com/training.

Certified Retailers Gain Greater Visibility

Once a Proven Winners retailer completes their certification, they automatically receive a priority listing on our online Retailer Locator. This listing is displayed prominently throughout our website which hosts millions of visitors each season. Get certified and be seen, simple as that.



88 Certified Garden Centres in Canada

Bloomin' Acres Greenhouses – Brooks AB
BMR Greenhouses & WaterGardens – Leduc County AB
Cannor Nurseries Spruce Grove Ltd. – Spruce Grove AB
Christie's Gardens and Greenhouses – High Prairie AB
Country Blooms Garden Centre – Lethbridge County AB
Estate Gardens – Sherwood Park AB
Floral Garden Creations – Bentley AB
Green Valley Gardens – Camrose AB
Greengate Garden Centres Ltd. – Calgary AB
Hilltop Greenhouses – Monarch AB
I.C. Farms – Whitecourt AB
Parkland Nurseries & Garden Center Ltd. – Red Deer county AB
Sunnyside Greenhouses Ltd – Calgary AB
Sunnyside Nursery – Taber Taber AB
The Big Greenhouse – Spruce Grove AB
Art Knapp Kamloops – Kamloops BC
Art's Nursery Ltd. – Surrey BC
Bloomers – Maple Ridge BC
Cedar Rim Nursery – Langley BC
Fletcher Building Supplies – Princeton BC
Grow & Gather (Trice Farms Ltd.) – Maple Ridge BC
High Mountain Farm – Salmon Arm BC
Hunnifords Gardens – Prince George BC
Hunters Garden Centre – Broadway Vancouver BC
Hunters Garden Centre – Surrey Surrey BC
Morris Flowers – Creston BC
Mother Nature – Powell River BC
Nicholas Alexander Home & Garden – Vernon BC
Purity Feed Company – Kamloops BC

Purity Feed Farm and Garden Centre – Merritt BC
Top Crop Garden Farm & Pet – Cranbrook BC
Top Crop Too – Kimberley BC
Windsor Greenhouse Ltd – Abbotsford BC
Glenlea Greenhouses – Ste. Agathe MB
Golden Plains Greenhouse – Kleefteld MB
Petal Place – St Andrews MB
Plainview Greenhouses – Beausejour MB
Secord Crowe Greenhouse – Dauphin MB
Shelmerdine Garden Center Ltd. – Headingley MB
The Garden Spot – Swan River MB
Prairie Grove Greenhouse – Domain MB
Dooryard Greenhouse – Florenceville-Bristol NB
Shades of Green Ltd. – Saint John NB
The Greenhouse and Garden Store – Little Rapids NL
Blue Spade Greenhouse – Capstan Island NL
Lester's Farm Market – St. John's NL
Duykers Greenhouses – Antigonish NS
Azilda Greenhouses – Sudbury ON
Backyard By Design Garden Centre – Ingersoll ON
Bala Garden Centre – Bala ON
Baltimore Valley Garden Centre – Baltimore ON
Black Forest Garden Centre – King City ON
Canadian Tire #103 Stratford – Stratford ON
Canadian Tire Corporation #182 – Toronto ON
Cindy's Home and Garden – Kingsville ON
Cole's Florist & Garden Centre – Grimsby ON
Cottage Gardens – Norwich ON
Country Lane Greenhouse – Wyoming ON
Coville's Greenhouses – Prescott ON

DeGroot's Nurseries – Sarnia ON
Ferragine Greenhouses – Bradford ON
Grobe's Nursery & Garden Centre – Breslau ON
Harper's Garden Centre – Hamilton ON
Holland Park Garden Gallery – Burlington ON
Horlings Garden Centre – Selwyn ON
Hutchinson Farm – Burlington ON
Kentwood Gardens – Dresden ON
Lakeside Garden Gallery – Brampton ON
Lee and Maria's Market – Kingsville ON
Make It Green Garden Centre – Stittsville ON
New North Greenhouses – Sault Ste. Marie ON
Oxford Insta-shade Inc – Burgessville ON
Plant Paradise Country Gardens – Caledon ON
Port Carling Garden Centre Port – Carling ON
Pratt's Lawn Care & Landscapes – Bala ON
Springbank Greenhouses – Mississauga ON
St. Jacobs Country Gardens Inc. – Elmira ON
Sun Harvest Greenhouses – Glenburnie ON
The Country Basket Garden Centre and Flower Boutique – Niagara Falls ON
The Glasshouse – Chatham ON
Tom's Eldon Landscaping Limited – Stratford ON
Van Dongen's Tree Farm – Hornby ON
Viking Nursery Ltd – Gores Landing ON
Whitehouse Perennials – Almonte ON
PepiniereLapointe Inc. – Mascouche QC
Peggy D's Garden Centre – Rosetown SK
Shamrock Greenhouse & Nursery – Foam Lake SK
Wickham Nurseryland – Lloydminster SK

Expanded Training Available

Join the Proven Winners University and take advantage of a valuable benefit created exclusively for our Certified Retailers. Going beyond the topics covered in our Certified Training program, we've created a series of additional training videos on topics like container gardening, pollinators, garden pests, and sales and marketing tips.

These 2-5 minute, informative videos can be used in weekly staff meetings, assigned to employees to complete on their own, or shown on a kiosk in your store.



"This year, I chose four new team members that showed potential for retail sales to do some training with the **Proven Winners University videos**. I am so impressed! Great info. After watching them, we reviewed the selling features and grower tips. I have asked each associate to watch one video per night and report back to me about how they would recommend the plants to their customers. It also gave us an opportunity to refresh basic customer service skills like eye contact, body language and how we speak to our customers. This was a super productive exercise. Thank you and keep up the great work!"



Karen Van Duyvendyk
Dutch Growers Home & Garden Regina, SK Canada



Proven Signage Solutions

Order ready-to-go signage at provenwinners.com/signage. Or get started on your customized POP for spring by contacting Tabatha at tabatha@provenwinners.com or 1-601-527-5213.

Ready-to-Go

Popular pre-printed signage including posters, banners, benchcards and more is the fastest way to sign your store before opening day. Don't miss our newly redesigned benchcards, square posters and recipe signage this year.



We also have many POP items in French.



Semi-Customized

Add your business' logo to our standard signage for an easy branded solution for all your POP needs. We'll ship it within a week of final proof approval. Use your new customized signage to create a Proven Winners destination within your store or order select pieces for special displays.



Fully Customized

Let's work together to create signage that matches your store's style. You'll choose imagery that reflects popular plants in your region, add your logo and custom message. We'll take care of everything else so you'll be ready to sign your store in your own signature style.



Garden Answer's Popularity Skyrockets



Laura of @GardenAnswer
www.gardenanswer.com

Laura and Aaron from Garden Answer have become key influencers for Proven Winners, with their popularity skyrocketing in the last year alone. Currently, over 2.3 million fans follow them on Facebook, and their YouTube gardening videos have been viewed over 40 million times. Proven Winners is financing the production of over 100 Garden Answer videos each year, focusing exclusively on Proven Winners plants – available for your use.

Keys to Laura's Success

- She's a relatable, real world figure who knows her stuff. She's not afraid to show her successes and failures.
- People trust her recommendations. **92% of consumers are more likely to trust their peers over advertising** when it comes to purchase decisions.
- People want to be like her. Retailers have told us their customers come in looking for the products Laura has used in her videos. **84% of consumers will take action based on the reviews and recommendations of trusted sources.**



Watch These 3 Video Trends

- Prediction: 80% of all information consumed online will be available in video format by 2019. (Source: Cisco study) Our brain processes video 60,000 times faster than reading text, so it's a quick way to learn.
- People who watch videos of products are 85% more likely to buy them. (Source: TechSmith) Include video clips in your e-newsletters, online product catalog, and social media posts.
- 85% of Facebook videos are watched without sound. (Source: digiday.com) Include a transcription of the video for search purposes, as well as a compelling video title and description that includes a live link back to your website.



Garden Answer Videos

Garden Answer creates exclusive video content for Proven Winners which our customers are encouraged to share on their own social channels and websites. Keep up to date with their video content by visiting provenwinners.com/Professionals_Garden_Answer where we post a list of their current projects and possible plants featured. Interested parties can sign up to receive an email notification whenever this page is updated. Instructions on how to embed their videos onto your page from YouTube is also included on this page.

Retailers interested in obtaining customized Garden Answer video content for 2019 should email Jessica DeGraaf at jessica@provenwinners.com or Meghan Owens at meghan@provenwinners.com.



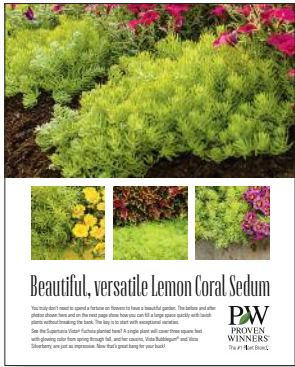
Inspiring Content You Can Share

Professional quality, eye-catching social media graphics are available for your business to download and share. Select from images pre-sized for Facebook, Twitter, Instagram or Pinterest, or get creative and make your own using our free image library. A wealth of imagery is available at your fingertips to reach your online audiences. Here are a few examples of retailers who have shared our free content.

Go to www.provenwinners.com/social_media to learn more.

Reaching Consumers from Every Angle

The Proven Winners marketing team is dedicated to communicating the brand promise to consumers where they live – online, on the road, at home, even in line at the grocery store. Here’s how we’re working to spread the message.



National Print Advertising

We’ll create millions of impressions of Lemon Coral™ Sedum in our 2019 advertising campaign which reaches across the U.S. and Canada.



Gardener’s Idea Book

450,000 copies of our popular *Gardener’s Idea Book* are distributed in the U.S. and 16,000 in Canada by request only every year.



E-Newsletter

Over 186,000 consumers have opted in to receive our monthly **Winner’s Circle e-newsletter**, a 5.6% increase over the previous year. 14% are Canadian subscribers. 🇨🇦



Websites

More than 3.8 million visitors have visited our websites this year: provenwinners.com, beauty.provenwinners.com and nationalplantoftheyear.com



Canada Blooms Festival

Nearly 175,000 attendees will see new Proven Winners varieties and our National Plants of the Year in 2019. That exposure is multiplied exponentially by the show’s extensive marketing campaign which precedes the festival.

Social Media Marketing

Today’s Purchasing Model: **Excite Connect Collect Convert Delight**

Show them an enticing offer, engage with them about it online, collect their information in exchange for the sale, and celebrate their delight with your product. Here’s where we are reaching consumers every day through our social media efforts.



Facebook
@Proven Winners



YouTube
youtube.com/user/provenwinners



Instagram
@provenwinners



Pinterest
pinterest.com/provenwinners

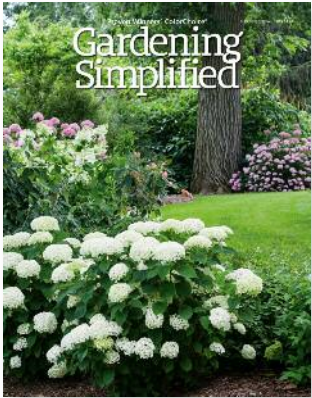


Twitter
@Proven_Winners

Proven Winners® ColorChoice® Marketing

Driving Consumer Demand

When you offer Proven Winners ColorChoice Flowering Shrubs, you’re tapping into an extensive consumer promotion campaign that works every day to build trust and recognition of the brand. Count on us to take care of marketing so you can focus on getting high quality finished plants into the marketplace.



Gardening Simplified –

This 100-page gardening magazine is filled with tips, how-to articles and beautiful images showcasing the Proven Winners® ColorChoice® collection of shrubs. Free copies are available for your events by contacting Spring Meadow Nursery. www.SpringMeadowNursery.com



Sharable Social Media Content –

Inspiring visual content, which we encourage you to share, is posted every day on our social media channels. Our popular Let’s Make a Garden video scored over 117,000 views on YouTube and 9 million on Facebook. This video was also translated into French. 🇨🇦



2018-2019 Consumer Print Ads –

12 new/redesigned ads can be seen in publications across North America. Proven Winners ColorChoice shrub ads run year-round in 8 national, 28 regional and 5 Canadian magazines including *Canadian Living*, *Food and Drink*, and *Ricardo*. 🇨🇦



Invincibelle Spirit Campaign for a Cure –

We’re proud to support The Breast Cancer Research Foundation® (BCRF) with a \$1 per plant donation on every Invincibelle® Spirit II hydrangea that is sold via garden centers across the US and Canada. With the generosity of our community of growers, over \$1 million has been donated so far, and the campaign is still going strong!



Shrub Madness® Competition –

Every March, we ring in spring with our Shrub Madness competition at www.ShrubMadness.com. More than 274,000 votes were cast through 6 rounds of voting on 64 varieties this year, crowning Zinfen Doll® panicle hydrangea the national champion.



Radio –

Our broadcast radio campaign covers 13 major metro markets, including those in Chicago – WGN & WBBM and in Toronto – CHUM FM & NEWSTALK 1010. 🇨🇦

Stay Informed – Sign Up Today

Don't miss our newsletters for growers and retailers.

Do you receive our monthly newsletters? Sign up today at www.provenwinners.com/professionals/newsletters.

Our **Grower Newsletter** includes videos on plant varieties and culture information, combination ideas, growing tips for a variety of greenhouse settings, trial garden updates, and event information.

Our **Retailer Newsletter** includes ideas from retailer settings across the U.S. and Canada, the latest in social media with links to ready to use graphics, new plant information, our popular Smart Shrub blog, and updates on our promotional efforts.



Professionals

[Grower Website](#)
[Culture Search](#)
[Recipe Search](#)
[Professional Fertilizers](#)

[Branded Containers](#)
[National Combos](#)
[Gardeners Idea Book](#)
[Landscape Plants](#)

Superbells® Improvements for 2018

Superbells® Over Easy™ and **Superbells® Plum** were the improvements to the Superbells® collection this year. Superbells® Plum was upgraded to provide a more mounding habit (similar to Superbells® Yellow) as well as improved branching and color coverage. **Superbells® Over Easy™** is a new color for the collection, large white flowers with a very large yellow/golden eye in each bloom. The color works well in all combinations and provides enough contrast to really stand out on the retail shelf.




Tips for success - Snowstorm Sutera

Snowstorm® Sutera is a key component plant in many mixed container recipes. Their tiny bright flowers are featured on trailing stems and provide color and texture. The genus Sutera comes to our greenhouses from South Africa, where it grows along stream sides and in wet areas. This is such a simple crop to grow and produce, especially suited to the cool weather of spring. Here are some quick tips to help you in producing the best crops.

- Cool production temperatures will keep Snowstorm® growing compactly and flowering heavily. Avoid extreme heat, such as in the gabies of the greenhouse.
- Bright light is essential to maximum bud set and flowering.
- Do not allow plants to wilt. Wilting not only stunts growth but also decreases flowering and delays a return to full bloom.
- Good air circulation is also something to focus on as it strengthens the stems and helps to avoid problems like spider mites and heat buildup.

This is a very simple, fast crop, be sure to keep it moist and cool. Regularly fertilize and it is an easy quick crop for spring sales.



Be Ready To Restock Our Most Popular Superbells®

Spring is Superbells® season, those intense colors fly off the shelf when consumers start gardening. If you are looking to maximize your crop this spring, here is a quick list of our top selling varieties from the Superbells® collection.






PW
PROVEN
WINNERS®
The #1 Plant Brands™

Retailing

with Proven Winners

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[WHAT'S NEW?](#)
[TOOLS FOR RETAILERS](#)
[RETAILER PROGRAM](#)

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Take A Sneak Peek at 2019



We know that you are smack dab in the middle of spring, but we wanted to quickly share some of the new annuals that received tons of attention last month at the California Spring Trials with you. Once again we were at Kirgin Cellars in Gilroy, CA, enjoy this overhead view shared with us by Chris Baytes of Grower Talks.



"Proven Harvest" – Comprised of 5 groundbreaking varieties, the Proven Harvest line is all about providing flavor, disease resistance and a long season of harvest for consumers. We will be offering two Berried Treasure™ patio strawberry varieties, two tomato varieties—Garden Gem® and Garden Treasure® and Amaze!™ Basil, the first downy mildew resistant variety of Italian sweet basil.

To see all of the new intros for 2019 [click here](#) to download our Spring 2019 Preview guide.

Great graphics and projects to share

The Know & Grow series is one of our most popular series on Facebook. Each graphic links to an article that offers ideas or helps solve a solution. If you'd like to share these graphics and more with your customers, please [send us a quick email](#) and we will be in touch.



THE KNOW & GROW SERIES

10 NEW PERENNIALS FOR POLLINATORS

PAV



THE KNOW & GROW SERIES

10 SHRUBS FOR CLAY SOIL

PAV



THE KNOW & GROW SERIES

10 BLUE FLOWERING ANNUALS

PAV



THE KNOW & GROW SERIES

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