



Each year, Proven Winners® invests millions of dollars to bring eager gardeners to your garden center. Are you taking advantage?

8

**WAYS TO MAKE
PROVEN WINNERS®
COLORCHOICE®
MARKETING WORK FOR YOU**

ONE STOCK PROVEN WINNERS® COLORCHOICE® SHRUBS

Take advantage of Proven Winners® marketing by carrying the plants gardeners will be asking for.

Consumer Print & Digital Advertising

Each year, Proven Winners® ColorChoice® Flowering Shrubs generates 42 million print impressions and 32 million online banner impressions targeting casual and passionate gardeners across North America - including your hometown. The facing chart outlines the print promotion of these plants:

- LO & BEHOLD® *Buddleia* series
- *Clematis* 'Sweet Summer Love'
- INCREDIBALL® *Hydrangea* series
- INVINCIBELLE® Spirit II *Hydrangea*
- LET'S DANCE® *Hydrangea* series
- BOBO® *Hydrangea*
- FIRE LIGHT® *Hydrangea*
- JAZZ HANDS® *Loropetalum* series
- AT LAST® *Rosa*
- OSO EASY® *Rosa* series
- BLOOMERANG® *Syringa* series
- SONIC BLOOM® *Weigela* series
- SPILLED WINE® *Weigela*

Consumer Radio Advertising

Proven Winners® ColorChoice® Pandora Internet Radio ads target 26 million home and gardening enthusiasts. Additionally, traditional radio ads run from Mother's Day to mid-June in over 10 major markets.

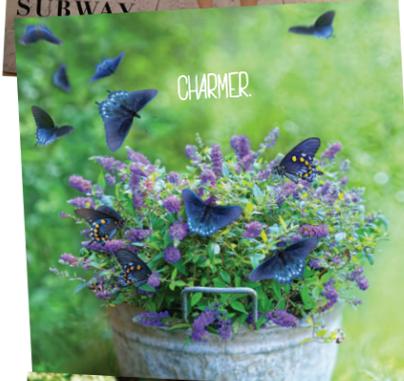
Garden Writers

Each spring, a specially curated group of 300 garden communicators across North America receive new varieties to trial in their gardens - and feature in major publications, blogs, radio, and presentations. The 2017 flowering shrub distribution included:

- OSO EASY® Double Red *Rosa*
- OSO EASY® Petit Pink *Rosa*
- BEYOND MIDNIGHT® *Caryopteris*
- POLLYPETITE® *Hibiscus*
- GINGER WINE® *Physocarpus*
- INFINITINI WATERMELON® *Lagerstroemia*
- GOLDEN TICKET® *Ligustrum*
- JOLLY GOOD™ *Clematis*

2016 garden writer samples included:

- *Calycanthus* 'Aphrodite'
- LET'S DANCE® RAVE™ *Hydrangea*
- PURPLE PILLAR® *Hibiscus*
- ZINFIN DOLL® *Hydrangea*
- INCREDIBALL® Blush *Hydrangea*
- AT LAST® *Rosa*
- LET'S DANCE® Diva! *Hydrangea*
- BLUE DIDDLEY® *Vitex*
- LET'S DANCE® BLUE JANGLES® *Hydrangea*



2018-2019 Proven Winners® ColorChoice® Shrubs Print Advertising

* ALL PLACEMENTS SUBJECT TO CHANGE

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-----------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| U.S. National Publications | | | | | | | | | | | | | | | | | | | | | | | | |
| Better Homes and Gardens | | | B | SB | IS | | | | | | | | | | B | SB | IS | | | | | | | |
| BHG Country Gardens SIP | | | | I | FL | | | | | | | | | | | I | FL | | | | | | | |
| Fine Gardening | SW | | SB | LD | S | BB | AL | | | | | | SW | | SB | LD | S | BB | AL | | | | | |
| Fine Gardening SIP | | | | OE | | | | | | | | | | | | OE | | | | | | | | |
| HGTV Magazine | | | | B | I | | | | | | | | | | | B | I | | | | | | | |
| Inspirations | | LD | | AL | | | | | | | | | | LD | | AL | | | | | | | | |
| Magnolia Journal | | | LB | | I | | | | | | | | | | LB | | I | | | | | | | |
| Southern Living Magazine | | | JH | LB | | | | | | | | | | | JH | LB | | | | | | | | |
| Sunset Magazine | | | JH | LB | | | | | | | | | | | JH | LB | | | | | | | | |
| U.S. Regional Publications | | | | | | | | | | | | | | | | | | | | | | | | |
| Alabama Gardener | | JH | JH | JH | | | | | | | | | | JH | JH | JH | | | | | | | | |
| Arkansas Gardener | | | LD | AL | LB | | | | | | | | | | LD | AL | LB | | | | | | | |
| Carolina Gardener | | | | IS | AL | LB | | | | | | | | | | IS | AL | LB | | | | | | |
| Chicagoland Gardening | | | | | | AL | AL | AL | | | | | | | | | | AL | AL | AL | | | | |
| Chi. Gardening Resource Guide | | I | | | | | | | | | | | | I | | | | | | | | | | |
| English Gardens Calendar | | | | | | | | FL | | | | | | | | | | | | FL | | | | |
| Gardening With Angelo | | | I | | | | | | | | | | | | I | | | | | | | | | |
| Georgia Gardening | | | JH | JH | JH | | | | | | | | | | JH | JH | JH | | | | | | | |
| Indiana Gardening | | | | | SW | AL | OE | | | | | | | | | | SW | AL | OE | | | | | |
| Iowa Gardener | | | | | SW | I | IS | | | | | | | | | | SW | I | IS | | | | | |
| Kansas City Gardener | | SW | LD | LB | | | | | | | | | | SW | LD | LB | | | | | | | | |
| Kentucky Gardener | | SB | LD | AL | | | | | | | | | | SB | LD | AL | | | | | | | | |
| Louisiana Gardener | | | JH | JH | JH | | | | | | | | | | JH | JH | JH | | | | | | | |
| Michigan Gardener | | | | BB | LD | AL | | | | | | | | | | BB | LD | AL | | | | | | |
| Michigan Gardening | | | | | S | AL | FL | | | | | | | | | | S | AL | FL | | | | | |
| Minnesota Gardener | | | | | FL | I | OE | | | | | | | | | | FL | I | OE | | | | | |
| Mississippi Gardener | | | JH | JH | JH | | | | | | | | | | JH | JH | JH | | | | | | | |
| Missouri Gardener | | | | | SW | LD | LB | | | | | | | | | | SW | LD | LB | | | | | |
| Northern Gardener | | | OE | | AL | IS | BB | | | | | | | | OE | | AL | IS | BB | | | | | |
| Ohio Gardener | | | | | BB | BB | BB | | | | | | | | | | BB | BB | BB | | | | | |
| Oklahoma Gardener | | SB | LD | FL | | | | | | | | | | SB | LD | FL | | | | | | | | |
| Pennsylvania Gardener | | | | | B | AL | S | | | | | | | | | | B | AL | S | | | | | |
| Tennessee Gardener | | SB | LD | AL | | | | | | | | | | SB | LD | AL | | | | | | | | |
| Virginia Gardener | | SW | LB | AL | | | | | | | | | | SW | LB | AL | | | | | | | | |
| Wisconsin Gardening | | | | | B | AL | IS | | | | | | | | | | B | AL | IS | | | | | |
| Canadian Publications | | | | | | | | | | | | | | | | | | | | | | | | |
| Canadian Living | | | | | B | OE | FL | | | | | | | | | | B | OE | FL | | | | | |
| Food and Drink | | | | | B | OE | FL | | | | | | | | | | B | OE | FL | | | | | |
| Garden Making | | LD | | | BB | | | | | | | | | LD | | | BB | | | | | | | |

- LB LO & BEHOLD® *Buddleia*
- LD LET'S DANCE® *Hydrangea*
- AL AT LAST® *Rosa*
- SW SPILLED WINE® *Weigela*
- S *Clematis* 'Sweet Summer Love'
- BB BOBO® *Hydrangea*
- OE OSO EASY® *Rosa*
- I INCREDIBALL® *Hydrangea*
- FL FIRE LIGHT® *Hydrangea*
- B BLOOMERANG® *Syringa*
- IS INVINCIBELLE® Spirit II *Hydrangea*
- JH JAZZ HANDS® *Loropetalum*
- SB SONIC BLOOM® *Weigela*

TWO GET SOCIAL

241K
LIKES
PWCOLORCHOICE +
PROVENWINNERS



14.7K
FOLLOWERS
@PROVEN_WINNERS



31.7K
FOLLOWERS
PROVEN WINNERS
PLANTS



5 mil
VIEWS
PROVEN WINNERS
FLOWERING SHRUBS



22.3K
FOLLOWERS
PWCOLORCHOICE +
PROVENWINNERS



8.6K
SAVES
PROVENWINNERS



TUFF STUFF™ Hydrangea: 2017 CHAMPION

89K
VOTES

2.5K
ENTRIES

1.6K
BRACKETS

SHRUB MADNESS 2017



Just how excited do people get about shrubs? See for yourself on social media! Interesting and inspiring visual content is posted every day. You don't even need your own account on any of these social media channels to see what is happening – just visit the site and type in the Proven Winners® name. Active on social media? Bring the discussion to your pages by sharing content.

Shrub Madness®

Each March during Shrub Madness®, a bracket-style tournament with 64 flowering shrub varieties as competitors, gardeners across North America vote their favorites through round after round to crown one shrub champion. It's an inside look at what your customers want and need in their yards, what they respond to, and what they'll be looking for when planting season begins. Follow the action and play along each March.

Subscribe to our consumer newsletter to find out more: www.ProvenWinners-Shrubs.com/cat-signup.

www.shrubmadness.com

Shareable Videos

Videos are how today's consumers get inspired and learn how to garden. We've partnered with popular gardeners like Laura and Aaron from Garden Answer to film fresh video content you can share from our YouTube channels. There is also a library of quick, 30-second spotlight videos making it easy for customers and staff to get to know Proven Winners® ColorChoice® shrubs. New videos are added every week!

Social Media Content

Professional quality, eye-catching graphics are ready for you to download and share. Select from images pre-sized for Facebook, Twitter, Instagram, or Pinterest.

www.provenwinners.com/share

THREE UTILIZE THE PHOTO LIBRARY

Need images for your newsletters, advertising, websites, or social media? Quality, high and low resolution images of close-ups, cut-outs, landscape shots, and more - it's waiting for you in the image library. Be sure to select "ColorChoice® Flowering Shrubs" from the program menu to narrow your results. A variety of photo types are offered. It may be helpful to search with a keyword and a photo type if you have something specific in mind. If you cannot find what you are looking for on the website, please contact Shannon Downey: Shannon@springmeadownursery.com or 1-616-223-3368. The photography database is always expanding.

www.provenwinners.com/images

FOUR DISTRIBUTE PUBLICATIONS

Gardening Simplified

Hosting an event? Treat your attendees to Gardening Simplified, a 100-page shrub reference guide, full of quick tips, how-to's, and beautiful images of the entire Proven Winners® ColorChoice® collection. It's free! Contact Diane Fullerton for your event copies: Diane@springmeadownursery.com or 1-616-414-7380.

Gardener's Idea Book

Make sure the Proven Winners® Gardener's Idea Book reaches customers in your area by taking advantage of an exclusive customized mailing offer. Proven Winners® will pay for the books, address them to your customers, and even include a customized promotional message for your garden center. All you have to do is provide an Excel file with a mailing list and pay the postage costs. Contact Sandy Wentworth for details: Sandy@provenwinners.com or 1-815-895-1872.

www.provenwinners.com/retailer-gardeners-idea-book-co-op

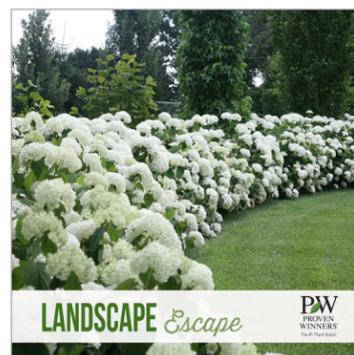
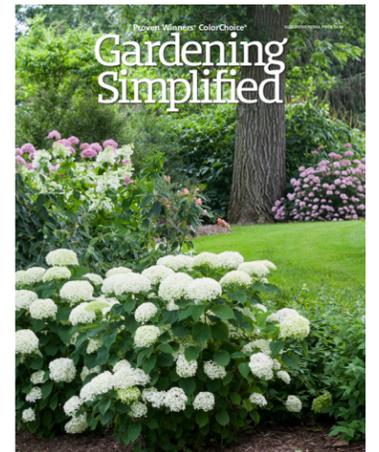
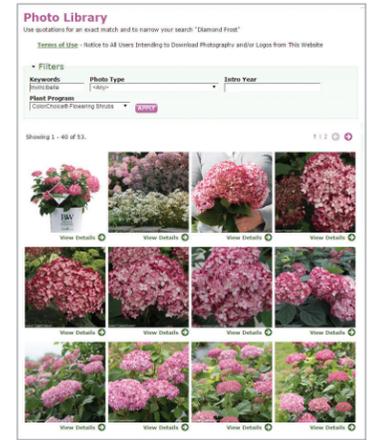
FIVE HOST A PINK DAY

How much good can one industry do?

Proven Winners® ColorChoice® knew Invincibelle® Spirit hydrangea was a special plant when it was introduced in 2009, and that's why they partnered with the Breast Cancer Research Foundation® (BCRF). In addition to donating one dollar for every plant sold, Invincibelle® Spirit and Invincibelle® Spirit II *Hydrangea arborescens* serve as the heart of hundreds of Pink Day fundraisers hosted at independent garden centers across the United States and Canada. As an industry, we've reached our one million dollar goal for BCRF through plant sales and Pink Day fundraisers.

Hosting a Pink Day is an opportunity to mobilize your community, build staff morale, and fill your garden center with customers while raising money for an important cause. One in eight women will be diagnosed with breast cancer, as will one in one hundred men. Breast cancer has impacted countless lives, and the only way to reverse the trend is to support medical and scientific research that seeks a cause and cure to this disease.

Contact Stacey Hirvela for more information: Stacey@springmeadownursery.com or 1-616-223-3375.



SIX CERTIFY YOUR GARDEN CENTER

Establish your garden center as the go-to resource for local gardening expertise.

Take advantage of this free staff training program and become a Certified Proven Winners® Retailer. You'll have a more confident staff that is knowledgeable in the characteristics, growth habits, care requirements, and new varieties of Proven Winners® annuals, perennials, and shrubs. Certified Proven Winners® Retailers also receive a priority listing on the online retailer locator which is displayed prominently throughout the Proven Winners® website for millions of visitors to access.

The program runs from February 1 through May 1 each year. Contact Sandy Wentworth with questions: Sandy@provenwinners.com or 1-815-895-1872.

www.provenwinners.com/training



SEVEN BE THE EXPERT



A well-informed staff not only ensures higher sales, it also elevates your customers' trust in your business and leads to more positive online reviews. You may not have the time for in-depth training, so let our informative spec sheets do it for you. Available for every Proven Winners® ColorChoice® shrub variety, these colorful one-page guides provide a clear, succinct description of the plant. Large photos depict the shrub in the landscape and include a close-up of the flowers where relevant, and simple icons show the plant's habit at a glance. Spec sheets can be downloaded on each plant's page at springmeadownursery.com, or contact Shannon Downey: Shannon@springmeadownursery.com or 1-616-223-3368 with a list of varieties you'd like, and we can email you the pdfs.

EIGHT CREATE A PROVEN WINNERS DESTINATION

No matter what your POP needs may be, Proven Winners® has a solution for you. Choose from a comprehensive selection of ready-made POP from our online store and have it delivered within 48 hours. Or take it a step further by creating a Proven Winners® ColorChoice® destination.

A Proven Winners® ColorChoice® destination is a new way of merchandising flowering shrubs to showcase them like the beautiful, rewarding, essential products that they are. Flowering shrubs are generally one of the highest margin live good categories for garden centers, and one of the most challenging to display. A dedicated space full of Proven Winners® shrubs takes the products you're already carrying and presents them to your customers in a curated, boutique-like setting. It can work with your existing structures and benching so it doesn't require a huge investment, or you can take it as an opportunity to rethink your entire woody plant sales area.

When you commit to a dedicated, branded space that showcases our shrubs, you increase your profits by building on our reputation for superior performance, and by capitalizing on our millions of dollars of marketing efforts. For more information, contact Jessica DeGraff: Jessica@provenwinners.com or 1-616-706-7970.



Van Wilgen's Garden Center in North Branford, Connecticut (top) and Wedel's Nursery, Florist and Garden Center in Kalamazoo, Michigan (bottom) both experienced 30% sales increases after creating Proven Winners® ColorChoice® destinations.

Eye-catching, professionally designed POP offers fully customizable messaging, from welcoming customers to the destination to indicating specific varieties and their benefits.



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