

Marketing

MARKETING



Reaching Consumers from Every Angle

The Proven Winners marketing team is dedicated to communicating the brand promise to consumers everywhere – from online to social media, in stores and even on their daily commute. Here's how we are working to spread the message.

Building Social Communities

More than ever before, people are forming communities through social media. We are present on multiple channels every day of the year, inspiring, informing and encouraging people across North America to garden with Proven Winners. Laura and Aaron of Garden Answer support our ongoing social efforts through their inspiring DIY projects, sharable videos and stunning photography.

Facebook page

Proven Winners Gorgeous Gardens Facebook Group

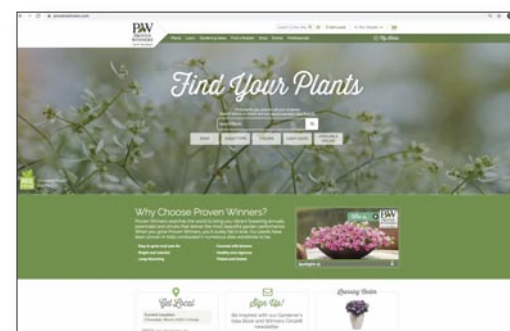
youtube.com/user/provenwinners

Instagram @provenwinners

50 Million Annually
Pinterest pinterest.com/provenwinners

E-Newsletter

Over 300,000 consumers across the U.S. and Canada have opted in to receive our monthly Winner's Circle e-newsletter and that number is growing every year. This publication includes articles on seasonal topics, highlights key varieties of annuals, perennials and shrubs, and features a Pinterest board, container recipe and video.

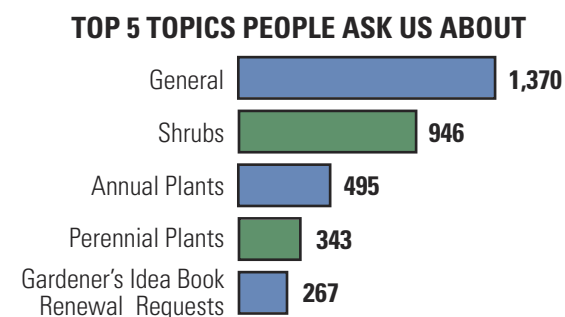


Websites

More than 7.2 million visitors have explored our websites over the past year, including our main site and two additional websites which focus on key products: www.nationalplantoftheyear.com and www.beauty.provenwinners.com, which contains expanded content from the *Gardener's Idea Book*.

Responding to Gardeners

Our staff is available daily to assist consumers with their gardening questions. Over 90% of all questions submitted are answered within the first 24 hours. You'll see in the chart at right that most people ask about general gardening topics, with shrubs, annuals, perennials and *Gardener's Idea Book* requests rounding out the top five.



Gardener's Idea Book

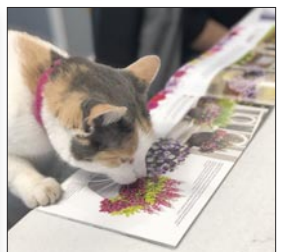
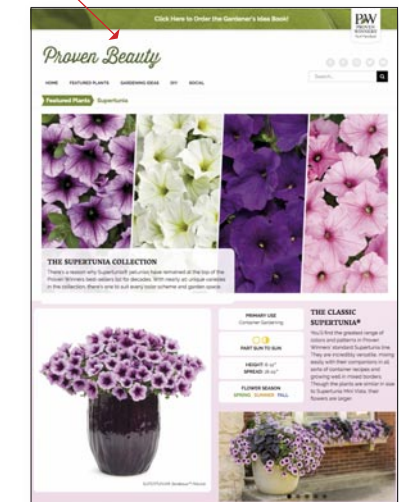
We are excited to see our most popular consumer gardening publication gaining in popularity. An additional 54,000 people requested our *Gardener's Idea Book* for the first time this year – an increase of 103%. In addition to the half million standard printed copies, we created a vertical version in both English and French to serve our customers in Quebec.

www.provenwinners.com/container-gardening/ideabooks



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 www.beauty.provenwinners.com, on specially created Pinterest boards, in videos and feature articles. 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 media channels.



Even the nursery cats love our *Gardener's Idea Book*.

What Marketing are You Doing in MY Area?

More than you and your customers might think! We've put together individualized marketing summaries for Alberta, British Columbia, Manitoba, New Brunswick, Nova Scotia, Ontario, Quebec and Saskatchewan. Find them at www.provenwinners.com/professionals/localmarketing.



Canadian Billboard Campaign

Featuring the National Plants of the Year

11 Cities – 73 Million Impressions

April 13 – June 21*

Alberta Campaign	Total	Ontario Campaign	Total
Calgary Billboard 1	1,871,352	Toronto Billboard 1	1,516,410
Calgary Billboard 2	2,557,044	Toronto Billboard 2	1,513,386
Edmonton Billboard 1	855,036	Toronto Billboard 3	890,652
Edmonton Billboard 2	1,293,852	Toronto Billboard 4	6,833,820
Edmonton Billboard 3	<u>2,091,012</u>	Toronto Billboard 5	<u>7,018,746</u>
Total	8,668,296	Total	17,773,014

British Columbia Campaign	Total	Quebec Campaign	Total
Abbotsford Billboard 1	3,215,520	Montreal Billboard 1	732,732
Abbotsford Billboard 2	2,504,950	Montreal Billboard 2	4,606,602
Abbotsford Billboard 3	4,328,170	Quebec Billboard 1	1,231,230
Chilliwack Billboard 1	2,385,530	Quebec Billboard 2	<u>1,681,680</u>
Kamloops Billboard 1	291,816	Total	8,252,244
Kamloops Billboard 2	875,448		
Kamloops Billboard 3	1,167,264		
Kelowna Billboard 1	1,374,828		
Kelowna Billboard 2	1,139,040		
Kelowna Billboard 3	NA		
Vancouver Billboard 1	400,624		
Vancouver Billboard 2	1,040,256		
Vancouver Billboard 3	848,736		
Vancouver Billboard 4	1,374,912		
Vancouver Billboard 5	443,520		
Vancouver Billboard 6	726,880		
Vancouver Billboard 7	157,248		
Vancouver Billboard 8	367,080		
Vancouver Billboard 9	524,160		
Vancouver Billboard 10	1,718,584		
Vancouver Billboard 11	2,033,752		
Vancouver Billboard 12	4,437,104		
Vancouver Billboard 13	1,470,000		
Vancouver Billboard 14	2,717,568		
Vancouver Billboard 15	354,816		
Victoria Billboard 1	1,553,776		
Victoria Billboard 2	1,210,566		
Victoria Billboard 3	<u>293,608</u>		
Total	38,955,756		

* Campaign dates vary based on location

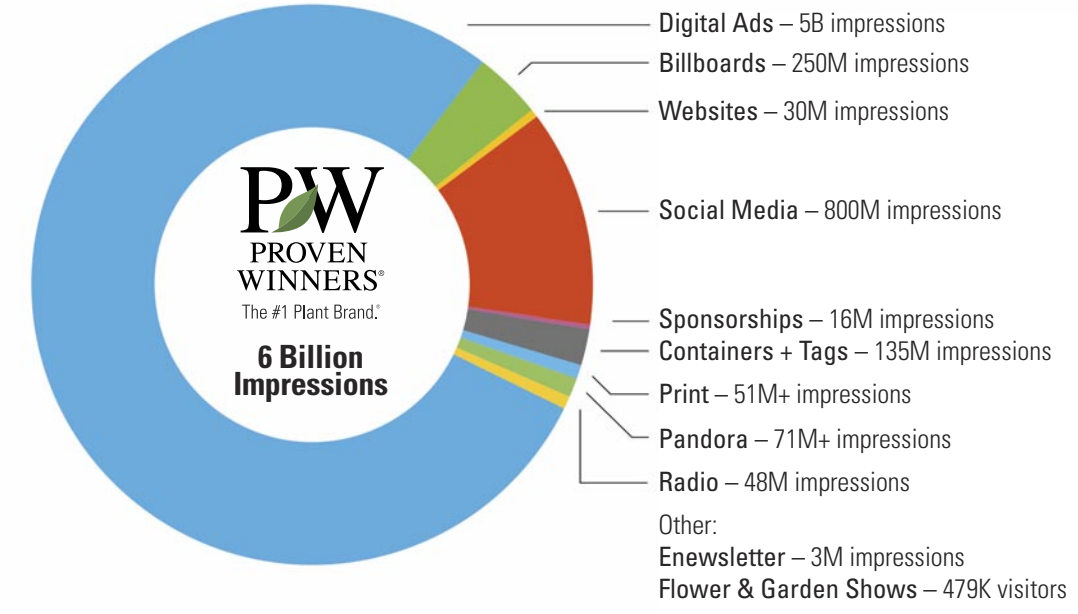


Proven Winners Delivers 6 Billion Impressions

Every single day, we're reaching out to consumers to communicate our brand promise and build the exposure that is so critical in our customers' success. Our broad reaching marketing campaign delivered over 6,000,000,000 impressions last year by harnessing the power of all the efforts you see pictured below.

These impressions serve as reminders and motivation for consumers who have never been exposed to the brand in addition to the loyal following we've worked to build. Though the campaign runs all year, it is most heavily weighted during peak selling seasons to help move product when store traffic is high.

Reaching Consumers from Every Angle



Digital Ads – Google advertising is a powerful tool for large scale reach out to the masses. Over five billion impressions were made last year through Google Display Retargeting. We strategically placed ads as consumers browsed Google or its partner websites, creating well-timed placements throughout the buying season.

Print – Print advertisements in U.S. and Canadian gardening and lifestyle magazines run from early spring to fall. In addition, a half million copies of our popular *Gardener's Idea Book* and 120,000 copies of *Gardening Simplified* are distributed by request each year.

Radio – Broadcast radio ads featuring Proven Winners ColorChoice shrubs run from Mother's Day to mid-June, targeting 48 million listeners.

Pandora – Pandora internet radio ad campaigns run from May through mid-July targeting 85% female and 15% male listeners, ages 35-64.

Websites – 30 million impressions were made in 2019 on provenwinners.com, nationalplantoftheyear.com, beauty.provenwinners.com and GardenDesign.com.

Containers + Tags – Consumers seek out our signature white branded container to know they are buying authentic Proven Winners annuals, perennials and shrubs at retail.

Social Media – We're engaging with consumers every day in the dynamic online communities we've built on social channels including Facebook, Instagram, Twitter, Pinterest and YouTube. In addition, spokeswoman Laura of @Garden Answer does a phenomenal job of highlighting our products while reaching her millions of fans daily.

Billboards – 90 U.S. and 42 Canadian billboard messages are displayed each spring along North America's busiest roadways remind consumers that it's time to shop for Proven Winners.

Sponsorships – Our GardenSmart PBS sponsorship reaches 92% of the country, hitting 96% of the top 25 markets with ads aired on 424 stations. That adds up to 2 million viewers per month, 81% of which are homeowners.

EXCLUSIVE MARKETING SOLUTIONS FOR IGCS

We're offering a revolutionary new marketing service exclusively for our IGC customers that aims to make your life easier while putting the power of the Proven Winners brand to work for your business. Subscribe to our Proven Winners CONNECT+ program at your preferred level, from the free Getting Started option to our premium Elite level, and let our marketing experts get to work for you.

Once you have subscribed, you will start to see the benefits included in your selected package roll in. Our CONNECT+ marketing specialist will guide you through the process to ensure you maximize these valuable opportunities to connect with your customers.

In the chart below, you'll see that all your favorite benefits like a free pizza party for certified retailers, Proven Winners t-shirts and readymade social media graphics are still available to you free of charge. We've also added many more unique marketing solutions for our paid subscribers, including custom graphics and targeted ads for Facebook, free cases of our popular *Gardener's Idea Book*, custom videos by Laura of Garden Answer, and an innovative new approach to helping consumers find products in your store with our new online inventory listing.

2020 Subscribers	GETTING STARTED	BASIC	ENHANCED	ELITE
Total Retail Locations	943	66	35	49
Canadian Retail Locations	104	12	0	3



BENEFIT	GETTING STARTED	BASIC	ENHANCED	ELITE
Become a Certified Proven Winners Retailer	X	X	X	X
Enhanced Find a Retailer Listing	X	X	X	X
Proven Winners University	X	X	X	X
Free Pizza Party	X	X	X	X
Free Proven Winners T-Shirt or Hat (for all Certified employees)	X	X	X	X
Proven Winners Photo Library Access	X	X	X	X
Subscription to Retailer Newsletter	X	X	X	X
Free <i>Gardener's Idea Books</i>		2 cases/200 books	5 cases/500 books	10 cases/1,000 books
Point of Purchase Materials Access to our Custom POP Design Team		\$50 coupon	\$100 coupon X	\$150 coupon X
PowerPoint Presentations New topics coming for 2021		1 Presentation	3 Presentations	6 Presentations
Readymade Social Media Graphics	X	X	X	X
Custom Facebook Graphics		15 graphics with your logo added	25 graphics with your logo added	45 custom graphics
Targeted Facebook Ad Campaign			3 wk campaign	6 wk campaign
Eligible for Inventory Listing on provenwinners.com			X	X
Laura of Garden Answer Custom Videos				Up to 5 videos
Garden Design Retailer Listing				X

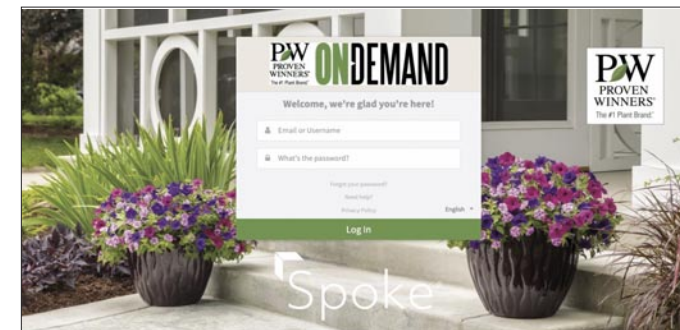
Pricing and final benefits to be determined for 2021. Look for more information later this summer.

The newest way for growers and retailers to expand their knowledge of Proven Winners is OnDemand. This program will benefit anyone in our industry who is interested in learning more about our plants, products and programs. To start, we'll ask each person to create an account, and select your relationship to the industry (wholesale grower, retailer, etc). This will enable us to better tailor our communications and training videos to your needs.

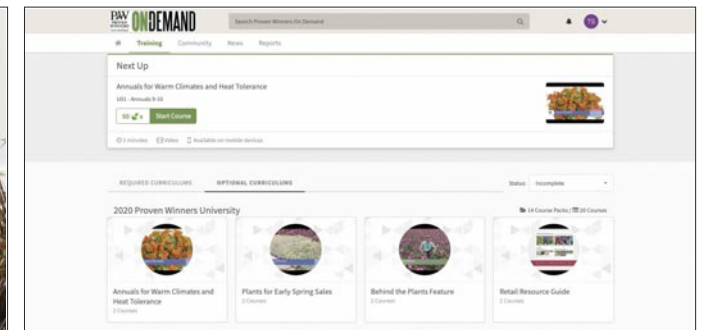
Proven Winners OnDemand is completely FREE, and all content is available at your fingertips 24/7. You can watch our videos when it's convenient for YOU! You can pause to take notes or to take a break or "rewind" in case you missed something. Below are the screens you'll see when you set up your OnDemand registration.

Ready to get started? Visit provenwinners.com/ondemand-industry

Questions? Email us at ondemand@provenwinners.com and we'll be happy to assist you.



Simply click the Get Started link to set up your profile in our OnDemand system.



Above are examples of a few of many online training courses from the Proven Winners University available to retailers through our new OnDemand system.

Expanded Training for Certified Retailers

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, tips for consumer success, regional advice, 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.



Become a Certified Retailer

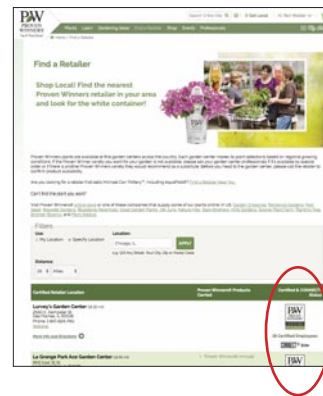
Join hundreds of other garden centres and thousands of employees who took advantage of our FREE staff training program and became Certified Proven Winners Retailers in 2020. 99% of Certified IGC employees say they would recommend our training program to a co-worker. Learn everything you need to know about Proven Winners plants to have a successful season next year with our online training program which runs Feb 1 through May 1 at www.provenwinners.com/training.

Certified Retailers Gain Visibility Online

It's more important than ever before to become a Certified Proven Winners Retailer, as our online Retailer Locator now ONLY maintains active listings for Certified Retailers. We need to send consumers to retailers who have dedicated their efforts towards training their staff on Proven Winners plants. Retailers will need to maintain their Certified status each year to keep their free listing active. Uncertified retailers will be listed as "unverified locations" until they complete Certification.

130 Certified Garden Centres in Canada

- A&M Garden Centre – London ON
- Arnold's Greenhouses – Norval ON
- Art Knapp/Kamloops – Kamloops BC
- Art Knapp/Port Coquitlam – Port Coquitlam BC
- Art Knapp Plantland/Prince George – Prince George BC
- Azilda Greenhouses – Azilda ON
- Backyard By Design Garden Centre – Ingersoll ON
- Baltimore Valley Garden Centre – Baltimore ON
- Birch Meadow Greenhouses – Athabasca AB
- Black Forest Garden Centre – King City ON
- Bloomers – Maple Ridge BC
- Bloomin' Acres Greenhouses – Brooks AB
- BMR Greenhouses & WaterGardens – Leduc County AB
- Boser's Greenhouse – St. Walburg SK
- Coast Builders RONA Madeira Park, B.C. – Madeira Park BC
- Coast Builders RONA Sechelt B.C. – Sechelt BC
- Coles Garden Patch – Miramichi NB
- Country Blooms Garden Centre – Lethbridge County AB
- Country Lane Greenhouse – Wyoming ON
- Countryside Greenhouses – Drumheller AB
- Coville's Greenhouses – Prescott ON
- Cut & Dried Flower Farm – Glencairn ON
- Dig Garden Centre – South Slokan BC
- Dutch Growers – Saskatoon SK
- Duykers Greenhouses – Antigonish NS
- Eggie's Greenhouse – Swan River MB
- Ego's Nurseries Ltd – Oro-Medonte ON
- Estate Gardens – Sherwood Park AB
- Faith Greenhouses – Lewisporte NL
- Farmgate Gardens – Foxboro ON
- Floral Garden Creations – Bentley AB
- Fora Outdoor Living – Ancaster ON
- Frontiers Flower Patch – Frontier SK
- Green Acres Greenhouse – Leslieville AB
- Green Valley Gardens – Camrose AB
- Grobe's Nursery & Garden Centre – Breslau ON
- Grow & Gather – Maple Ridge BC
- High Mountain Farm – Salmon Arm BC
- Hilltop Greenhouses – Delburne AB
- Hunters Garden Centre/Broadway – Vancouver BC
- Hunters Garden Centre/Surrey – Surrey BC
- Kentwood Gardens – Dresden ON
- Kool Breeze Farms – Summerside PE
- Landale Gardens – Thunder Bay ON
- Les Vivaces de La Vallée – Gracefield QC
- Lester's Farm Market – St. John's NL
- Local Nursery & Garden Center (formerly Cannor Nurseries) – Spruce Grove AB
- Make It Green Garden Centre – Stittsville ON
- Mar-Wes Holdings Ltd. – Edson AB
- Marks' Greenhouse – Dartmouth NS
- Marlin Orchards & Garden Centre – Cornwall ON
- Minter Country Garden Ltd. – Chilliwack BC
- Mother Nature – Powell River BC
- New North Greenhouses – Sault Ste. Marie ON
- On Earth Gardens & Design – Lousana AB
- Parkland Nurseries & Garden Center Ltd. – Red Deer county AB
- Peggy D's Garden Centre – Rosetown SK
- Pepiniere Lapointe Inc. – Mascouche QC
- Petal Place – St Andrews MB
- Plainview Greenhouses – Beausejour MB
- Pratt's Garden Centre & Pratt's Lawn Care & Landscapes – Bala ON
- Purity Feed Company – Kamloops BC
- Purity Feed Farm and Garden Centre – Merritt BC
- Riverside Greenhouses – Heathcote ON
- Rooted By the River Wholesale Tree Nursery – Clearwater BC
- Sandhu Greenhouses & Nursery – Osoyoos BC
- Sarah's Country Greenhouse – Erinsville ON
- Secord Crowe Greenhouse – Dauphin MB
- Shades of Green Ltd. – Saint John NB
- Shamrock Greenhouse & Nursery – Foam Lake SK
- Sipkens Nurseries – Wyoming ON
- Steckle's Produce & Flowers – Harriston ON
- Sun Harvest Greenhouses – Glenburnie ON
- Sunnyside Nursery/Taber – Taber AB
- Tacq's Garden Market – Tupperville ON
- Terra Greenhouses – Waterdown ON
- Terra Greenhouses – Burlington ON
- Terra Greenhouses – Hornby ON
- Terra Greenhouses – Hamilton ON
- Terra Greenhouses – Vaughan ON
- Terra Greenhouses – Milton ON
- The Country Basket Garden Centre – Niagara Falls ON
- The Garden Spot – Swan River MB
- The Green Spot – Brandon MB
- Top Crop Garden Farm & Pet – Cranbrook BC
- Top Crop Too – Kimberley BC
- Tree Valley Garden Centre Ltd. – Stouffville ON
- Vandula Farms – Delta BC
- Vermeers Garden Centre and Flower Shop – Welland ON
- Walker's Greenhouse – Rivers MB
- Winderberry – Windermere BC
- Windsor Greenhouse Ltd – Abbotsford BC




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 Inspires Millions



Laura of @GardenAnswer
www.gardenanswer.com

Social media influencers Laura and Aaron of Garden Answer have become unparalleled brand ambassadors for Proven Winners. Devoted followers from around the world are learning how to garden through the videos they are producing for Proven Winners annually. Every day, we hear from consumers who tell us they've discovered our brand through Garden Answer.

Garden Answer By the Numbers

- 3M** Facebook Followers
- 750M** Facebook Views
- 930K** YouTube Subscribers
- 139M** YouTube Views
- 304K** Instagram Followers

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.**



Planting a Perennial Container – YouTube 103K views



Planting Strawberries in Containers – YouTube 353K views



Goodhearted™ tomato
Instagram – 8,400 likes



Supertunia® Mini Vista™
Morning Glory
Facebook – 7.4K likes



Supertunia Vista®
Bubblegum® hayracks
Instagram – 11K likes

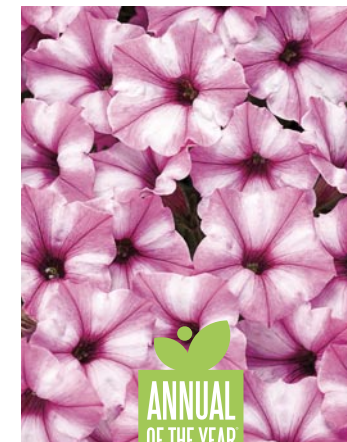


Truffula™ Pink Gomphrena
at sunset
Facebook – 17K likes

National Plants of the Year™ Promotions

Demand for our National Plants of the Year skyrockets each year due to extensive promotional activities by Proven Winners and Garden Answer. A dedicated website – www.nationalplantoftheyear.com – enhances exposure for the exceptional varieties in this program. Additionally, we promote the National Plants of the Year through all of our other marketing efforts including our *Gardener's Idea Book*, social media, newsletters and more.

There's no better brand ambassador to promote our National Plants of the Year than Laura of Garden Answer. In videos commissioned by Proven Winners used on her own social channels and our Facebook page, she builds awareness and excitement for the program. Additionally, Laura produces custom videos for our Connect+ elite subscribers.



ANNUAL OF THE YEAR
SUPERTUNIA®
MINI VISTA™ Pink Star
Petunia



CALADIUM OF THE YEAR
HEART TO HEART™
'White Wonder'
Caladium



PERENNIAL OF THE YEAR
'Cat's Pajamas'
Nepeta



HOSTA OF THE YEAR
SHADOWLAND®
'Whee!'
Hosta



FLOWERING SHRUB OF THE YEAR
PUGSTER BLUE®
Buddleia



ROSE OF THE YEAR
OSO EASY ITALIAN ICE®
Rosa



HYDRANGEA OF THE YEAR
TUFF STUFF AH-HA®
Hydrangea



LANDSCAPE SHRUB OF THE YEAR
KODIAK® Orange
Diervilla

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 and updates on our promotional efforts.



Professionals

Grower Website
Culture Search
Recipe Search
Professional Fertilizers

Branded Containers
National Combos
Gardeners Idea Book
Landscape Plants

Colorful Foliage for Spring Gardens



Proven Winners is introducing an exciting new series of Caladiums called **Heart to Heart™**, plants that will help you meet the ever-growing demand for tropical varieties in the marketplace. These new varieties come to us from renowned producer Classic Caladiums. In this series, you'll find two leaf styles—Strap Leaf and Fancy Leaf, as well as a variety of sun requirements. Some Heart to Heart Caladiums will grow in full sun, while others will grow in both sun OR shade. Get the **details right here**. You can order Heart to Heart Caladiums from any Proven Winners propagator or broker as well as from Classic Caladiums.

We have all seen what a statement Caladiums can make in a planter or as a thriller in a combo. Add this bold, eye-catching collection on a porch or as an accent in a shady area. The Heart to Heart series has a great color selection, making them adaptable to almost any garden project.



Grassy Mountain

While other Caladiums have a reputation as being somewhat difficult to grow, new Heart to Heart Caladium will make your life easier! You will receive bulbs with the apical (dominant) eyes removed which helps deliver a fuller, more compact plant; and, the top of the bulb is painted white—no more guessing which side is up!




Need help? Give us a call.
We're totally committed to helping you grow quality crops.

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Container Gardening
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Shop
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Retailing

with Proven Winners

CERTIFICATION PROGRAM
TOOLS FOR RETAILERS
WHAT'S NEW?
SOURCES FOR FINISHED PLANTS

Connect with us


Recipe Card Templates are Here!



PLANT YOUR OWN RECIPE
Sunglasses

RECIPE OF THE YEAR

Why Plant Sunglasses?

There's just something about the gummy recipe that will make you smile every time you walk by. Whether it's the sunny pink and white star patterned blooms of Superbells™ or the look of a daisy-like flower during the heat of summer, the look once you plant it, this recipe will become one you repeat every year. It's suitable for both hanging baskets and upright containers in any sunny space.

Tip for Success

When should you water? For containers, it's best to soak them once a day, make sure an extreme heat. Water in the morning and use the hose, rather than directly over the foliage of the plants and be sure to fertilize your containers weekly to keep them looking their best.



Plant Your Own
12 INCH CONTAINER

HOME GARDENER LAYOUT

- XX MINI VISTA™ HOT PINK
- XX SUPERBELLS™ YELLOW
- XX SUPERTUNA™ LOVE DOVE™

Introducing the Club Sprout Project of the Week



LEARN MORE

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Container Gardening
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Find a Retailer
Shop
Professionals

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Grower Newsletter

Retailer Newsletter

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