



# MASSACHUSETTS 2023 MARKETING REPORT

PROVENWINNERS.COM

# 2024 NATIONAL PLANTS OF THE YEAR



ANNUAL  
OF THE YEAR

Supertunia Vista® Jazzberry®  
*Petunia*



HOUSEPLANT  
OF THE YEAR

Mythic™ Dragonite™  
*Alocasia melo*

These **10 exceptional varieties** were selected for the 2024 season. Proven Winners will be dedicating marketing resources towards building excitement and significant consumer demand of these varieties throughout 2024.

Learn  
More



CALADIUM  
OF THE YEAR

Heart to Heart® 'Lemon Blush'  
*Caladium*



PERENNIAL  
OF THE YEAR

'Pink Profusion'  
*Salvia*



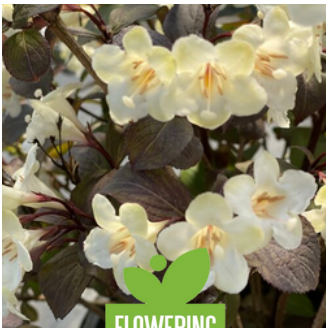
HOSTA  
OF THE YEAR

Shadowland® 'Hudson Bay'  
*Hosta*



LANDSCAPE  
PERENNIAL  
OF THE YEAR

'Storm Cloud'  
*Amsonia*



FLOWERING  
SHRUB  
OF THE YEAR

Wine & Spirits™  
*Weigela*



ROSE OF  
THE YEAR

OSO Easy Peasy®  
*Rosa*



HYDRANGEA  
OF THE YEAR

Let's Dance Sky View®  
*Hydrangea*



LANDSCAPE  
SHRUB OF  
THE YEAR

Fizzy Mizzy  
*Itea*

# 2024 NATIONAL RECIPES OF THE YEAR



Learn  
More



Polar Peach



Instinct



Sunshine State

## TOP AWARD WINNERS



**50**  
AWARDS  
Suncredible® Saturn™  
*Helianthus*



**46**  
AWARDS  
Augusta™ Lavender  
*Heliotrope*



**42**  
AWARDS  
Supertunia Vista® Jazzberry®  
*Petunia*

## THE GARDENER'S IDEA BOOK



**450,000+**

copies distributed nationally

**15,579**

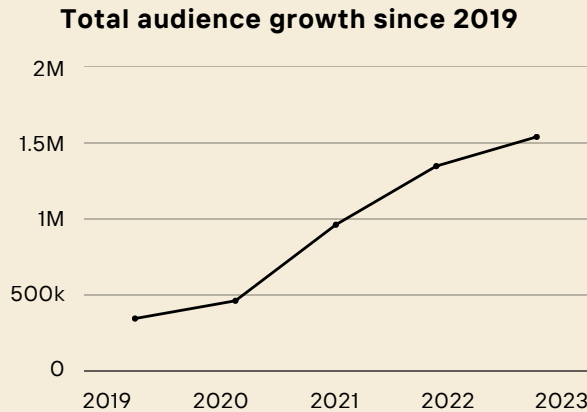
distributed in Massachusetts



See what's planned  
for 2024

# SOCIAL MEDIA

As of August 2023, our combined social media channels have achieved:



**417M+**  
Impressions

**14.25%**  
Audience Growth

**6.4%**  
Facebook Engagement Rate

## Pinterest



106,393,098  
Impressions



## Instagram



95,616,143  
Impressions



## Facebook



196,232,897  
Impressions



## Youtube



19,528,627  
Impressions



## TikTok



New for 2023!  
Follow us:



\*click or scan the QR codes to follow

# CONTENT CREATORS

Laura from Garden Answer has been an integral part of Proven Winners® over the years. With **4 million+** followers on Facebook, her gardening videos teach current and new gardeners how to be successful with Proven Winners plants.

Proven Winners is working to partner with even more content creators to increase our brand awareness across a variety of social media platforms. Check out the full list and follow your favorites!



See all the  
creators



# BROADCAST & STREAMING MEDIA

**22.1M**  
Impressions

Through geo-targeting, Proven Winners® is reaching consumers at home and on the road with digital, video and audio advertising campaigns. We reach consumers through Pandora, Spotify, iHeart, Hulu and more.

Our digital ads see click rates that are double the national average - meaning consumers are actively engaging and interested in our content.



# CONSUMER PRINT ADS

**149,575**  
Massachusetts  
Subscribers

Find ads in these publications with over 7.9M subscribers:

- Better Homes & Gardens
- Birds & Blooms
- Canadian Living
- Country Living
- Fine Gardening
- Garden Gate
- HGTV magazine
- Southern Living
- Veranda



## 2024 featured products:

- Wine & Spirits® *Weigela*
- Let's Dance Sky View® *Reblooming hydrangea*
- Oso Easy Peasy® *Rosa*
- Purple Pillar® *Hibiscus syriacus*
- Jazz Hands® *Loropetalum series*
- Perfecto Mundo® *Reblooming Azalea series*
- Rise Up® *Rosa series*
- Reminiscent® *Rosa series*
- Let's Dance Can Do® *Reblooming hydrangea*
- Limelight Prime® *Hydrangea*
- Flavorette™ *Honey-Apricot Rosa*

## ONLINE

**7.2M**  
Visitors

Over **212,000 web visitors** were from Massachusetts. On average, visitors spent approximately **3 minutes** on our site - 2 minutes longer than the national average!

## ON-DEMAND

**69,107**  
Unique Listeners

Proven Winners® ColorChoice® Shrubs' podcast, Gardening Simplified, is available to stream online.



Scan to listen

## OUT-OF-HOME

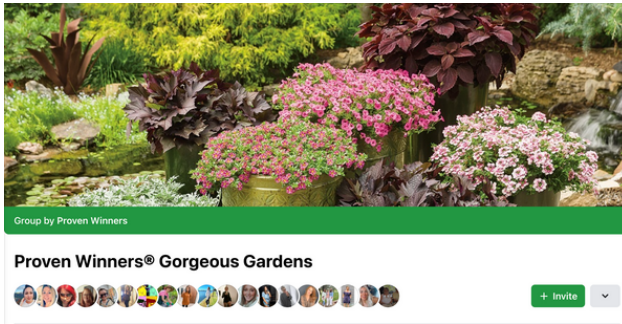
**170M+**  
Impressions

Our national billboard campaign covers **31 states** with static, digital and weather-triggered billboards.



Learn more

# FACEBOOK COMMUNITIES



The Gorgeous Gardens Facebook group provides **142,000+ consumers** a space to share photos of their plants, ask questions and foster community with Proven Winners® enthusiasts. This past year, membership **grew by 60%** with an average of **104 posts per day** during the spring season.



Connect with nearly 2,000 individuals and our retail team for tips and best practices for your garden center. Plus, find info on key programs, learn about launches for Certified and CONNECT+, and more!



*Join now!*

# CONNECT+ MARKETING

**65**

Massachusetts  
Retailers



*Learn More*

CONNECT+ helps simplify marketing for over **1,600 independent garden centers**.

Launched in 2023, CONNECT+ will be continuing to provide curated social media posts and campaigns through our premium subscriptions.

In 2023, independent garden centers enrolled in our enhanced or elite program achieved a combined **12.2M impressions**.

**CONNECT+**<sup>TM</sup>

Exclusive Marketing Solutions for IGCs



# E-NEWSLETTERS

**498,000+**

Consumers

Winners Circle subscribers grew by **25%** in the last year. With a **13% open rate**, our readers are staying engaged and educated.

**7,130+**

Retailers

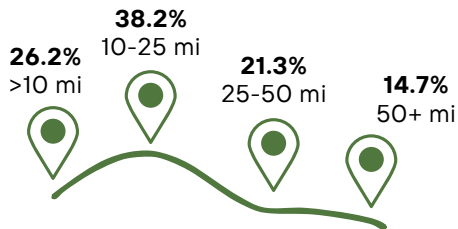
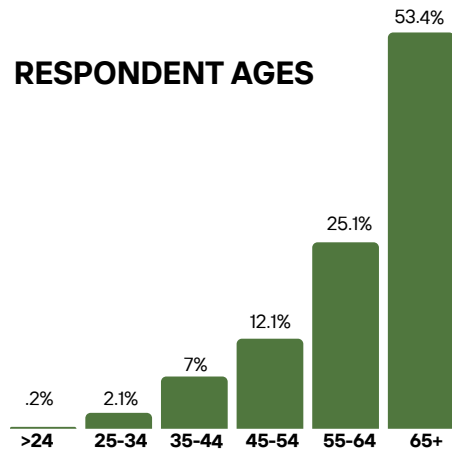
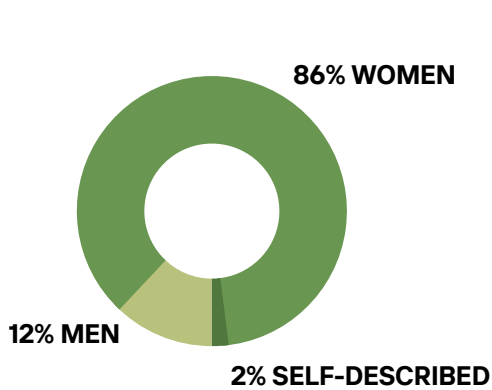
Retailer News keeps garden centers up to date on trends, best practices, sneak peaks and more.



*Sign up for emails*

# CONSUMER GARDEN INSIGHTS

Key takeaways from the 2023 August Survey,  
**2,380** respondents



Most respondents visit garden centers **10-25 miles** away, but nearly **15%** are willing to drive **50+ miles** for the right plant.



**72%** visit **2-5** garden centers, with **22%** visiting **5 or more**.

## TOOLS USED TO PLAN & INSPIRE PLANT CHOICES FOR THE NEXT SEASON:

**27%** The Gardener's Idea Book

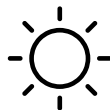
**18%** Influencer Recommendations

**15%** Decide at the garden center

**12%** Proven Winners Facebook

**28%** Proven Winners Instagram, Pinterest or Idea Boards

## TOP CHALLENGES FOR GARDENERS:



Climate & Weather



Pests, Deer & Rabbits



Watering

# TOP ANNUALS SOLD

\*Based on online sales



1

Supertunia® Bordeaux™  
Petunia



2

Supertunia® Royal Velvet®  
Petunia



3

Supertunia Vista® Bubblegum®  
Petunia



4

Supertunia® Blue Veined  
Petunia



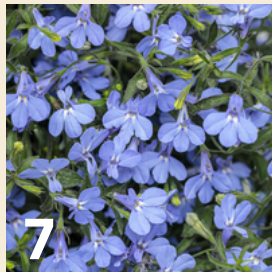
5

Superbena® Whiteout™  
Verbena



6

Superbells® Yellow  
Calibrachoa



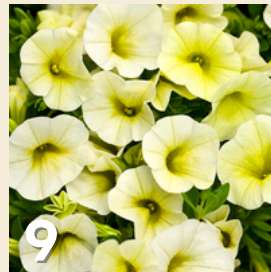
7

Laguna® Sky Blue  
Lobelia



8

Diamond Frost®  
Euphorbia



9

Superbells® Yellow Chiffon™  
Calibrachoa



10

Supertunia® Royal Magenta  
Petunia

# TOP PERENNIALS SOLD

\*Based on online sales



1

'Cat's Pajamas'  
Nepeta



2

'Cat's Meow'  
Nepeta



3

'Denim 'n Lace'  
Perovskia



4

Amazing Daisies® Daisy May®  
Leucanthemum



5

Dolce® 'Wildberry'  
Heuchera



6

SAmazing Daisies® 'Banana Cream II'  
Leucanthemum



7

Sweet Romance®  
Lavender



8

Prairie Winds® 'Cheyenne Sky'  
Red Switch Grass



9

'Spot On'  
Lungwort



10

'Storm Cloud'  
Bluestar



# 12 BEST-SELLING SHRUBS



1

**Little Lime®**  
*Panicle Hydrangea*



2

**Sonic Bloom® Pink**  
*Weigela*



3

**At Last® Rose**  
*Rosa*



4

**Sprinter®**  
*Boxwood*



5

**Let's Dance Can Do®**  
*Hydrangea*



6

**Blooming® Dark Purple**  
*Lilac*



7

**Blooming® Dark Purple**  
*Lilac*



8

**Incrediball®**  
*Hydrangea*



9

**Limelight Prime®**  
*Panicle Hydrangea*



10

**Pugster Blue®**  
*Butterfly Bush*



11

**Arctic Fire® Red**  
*Red-Osier Dogwood*



12

**Ginger Wine®**  
*Ninebark*