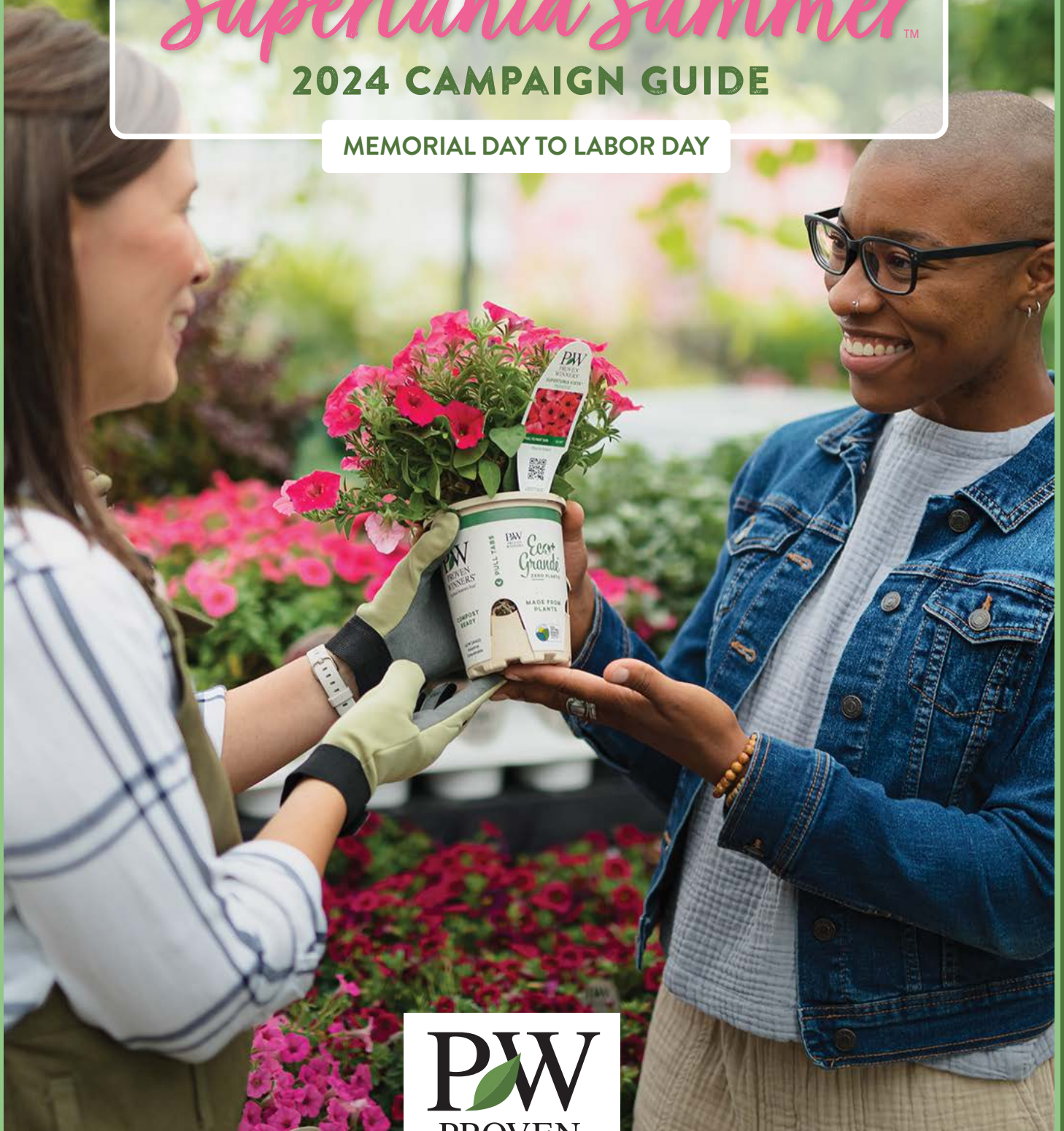


# Supertunia Summer™

## 2024 CAMPAIGN GUIDE

MEMORIAL DAY TO LABOR DAY



**PW**

**PROVEN  
WINNERS®**

The #1 Plant Brand.®

#SUPERTUNIASUMMER

# WHAT IS A SUPERTUNIA® SUMMER?

Watch your sales bloom with our Supertunia-powered summer marketing campaign.

From May through September, we're inviting garden centers and gardeners to celebrate the magic of our award-winning and top-selling Supertunia varieties of petunias. Our Supertunias, carefully selected for their quality and resilience, will infuse any outdoor space with a burst of color that will inspire and beautify all summer long.

But Supertunia Summer is more than just a campaign; it's a chance to elevate your retail garden center and offer your customers **the very best in petunias**. So why wait? Join us in celebrating summer and make sure that your customers know your IGC is *the* place to find beautiful Proven Winners Supertunia varieties.



Watch for our **We Grow Smiles** campaign to further support Supertunia Summer; details coming soon!

## COUNT ON OUR NATIONAL MARKETING SUPPORT

Take advantage of national advertising and influencer campaigns to deliver additional summer foot traffic to your garden center. ▶

Supertunias will be starring in paid advertisements, social posts, influencer videos, streaming media, POP, consumer contests and much more.

### CAMPAIGN REACH BY THE NUMBERS

The following are a minimum number of executions this campaign will receive in 2024:

- 100+ Digital Billboards (US & CA)
- 5M+ Social Media Impressions
- 450K+ Direct Consumer Mailings
- 320K+ SMS Messages
- 495K+ Winner's Circle Emails
- 10+ Content Creator Features
- Earned Media Opportunities

#### Outdoor and Digital Streaming Campaigns



#### Social Posts



#### Signage / POP



#### Gardener's Idea Book Mailings



#### Podcast/Streaming and Earned Media Features

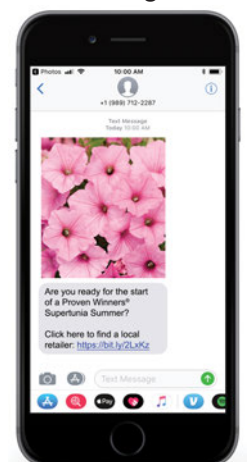


#### Content Creators



Clockwise From Upper Left:  
 Laura LeBoutillier, @gardenanswer  
 Tracy VanVolkinburg, @plaid.and.poppies  
 Janey Santos, @normanwinterthegardenguy  
 Norman Winter, @digplantwaterrepeat

#### SMS Messages



Join Proven Winners in making this summer a #SupertuniaSummer.

# SELLING STRATEGY

Supertunia® petunias are always among Proven Winners' top sellers.

There's a reason why Supertunia petunias have remained at the **top of the Proven Winners best-sellers list for decades**. With nearly 40 unique varieties in the collection, there's one to suit every color scheme and garden space.

## THE CLASSIC SUPERTUNIA®

You'll find the greatest range of colors and patterns in Proven Winners' standard Supertunia line. They are incredibly versatile, mixing easily with their companions in all sorts of container recipes and growing well in mixed borders. Though the plants are similar in size to Supertunia Mini Vista, their flowers are larger. **TOP SELLER: SUPERTUNIA® Royal Velvet®**

## SUPERTUNIA VISTA®

To fill large expanses in the landscape quickly, you can't beat Supertunia Vista petunias. A single plant will easily fill three square feet, making them an affordable choice as a flowering ground cover. **TOP SELLER: SUPERTUNIA VISTA® Bubblegum®**

## SUPERTUNIA MINI VISTA®

For the edge of the border or as an accent plant in smaller spaces, choose Supertunia Mini Vista. Though their strong vigor is similar to Supertunia Vista petunias, their mature size is significantly smaller. With their dense growth habit, they are magnificent planted on their own in containers. **TOP SELLER: SUPERTUNIA MINI VISTA® White**

## DID YOU KNOW?

In 2023 alone our Supertunia line of standout performers have garnered **nearly 40 awards** in independent trials from coast to coast. This is in addition to **the 1,000+ awards** that Supertunia varieties have earned since their introduction over 20 years ago.



2023 UNIVERSITY OF WISCONSIN WEST MADISON: **Perfect Score**  
SUPERTUNIA® VISTA®  
JAZZBERRY® Petunia



# HOW CAN YOU GET INVOLVED?

Proven Winners has implemented a variety of resources to help you make the most of our Supertunia Summer campaign. Contact your Proven Winners Representative with questions about any of our programs or tools.

SCAN TO  
LEARN MORE



## GET YOUR CUSTOMERS EXCITED

Engage your local market with ready-made promotional tools:

- Shareable content through Promoboxx
- Social media contests and promotions

## MAKE SUPERTUNIAS EASY TO FIND

Boost in-store visibility:

- Posters, benchcards and benchtape
- Stickers for your floor, walls and windows
- Featured displays

## MAKE YOUR STAFF SUPERTUNIA EXPERTS

Training resources make sure your staff knows:

- How to pair Supertunia varieties
- Care tips
- Combinations



Above: Pheasant Run Greenhouse in Glen Rock, PA recently gave away 300 Supertunia Vista® Jazzberry® Petunias to customers—a fun and engaging idea for online promotion!

## IGC DESTINATION CONTEST

We're excited to make it a memorable Supertunia Summer for IGCs, too!

Send us photos of your in-store Supertunia Summer creations and we'll showcase them on our **Facebook IGC Connect** channel. In June, we'll select a lucky winner from all the submissions to receive a credit for POP materials. We also urge IGCs to spotlight Supertunia varieties on their own channels by using the hashtag **#SupertuniaSummer**. By doing so, you could win special prizes and recognition.



Contact your Proven Winners Representative to learn more.

## Meet our New and Improved Supertunia® Varieties for 2024.

Featuring the well-branched, rounded habit and self-cleaning blooms Supertunias are known for, these eye-catching colors extend the line for even more options. Grow in 4.25" Grande™ and 1.0 Royale™ containers, recipes, baskets, monocultures and landscapes.

Contact your preferred broker today to reserve your liners for Spring 2024.

SCAN TO  
LEARN MORE



SUPERTUNIA  
MINI VISTA®  
Ultramarine  
Petunia



TOP  
PICK

SUPERTUNIA® HOOPLA™  
VIVID ORCHID™ Petunia



TOP  
PICK

SUPERTUNIA®  
SAFFRON FINCH™  
Petunia

## 2023 TOP SELLERS

Half of our Top 25 best-selling annuals for the 2023 season were Supertunias, including:

- SUPERTUNIA VISTA® BUBBLEGUM® Petunia (#1)
- SUPERTUNIA® ROYAL VELVET® Petunia (#2)
- SUPERTUNIA® BORDEAUX™ Petunia (#4)
- SUPERTUNIA VISTA® Fuchsia Petunia (#11)
- SUPERTUNIA® LOVIE DOVIE™ Petunia (#12)
- SUPERTUNIA VISTA® SILVERBERRY Petunia (#13)
- SUPERTUNIA® ROYAL MAGENTA® Petunia (#15)
- SUPERTUNIA® BERMUDA BEACH® Petunia (#18)
- SUPERTUNIA VISTA® JAZZBERRY® Petunia (#19)
- SUPERTUNIA MINI VISTA® White Petunia (#20)
- SUPERTUNIA VISTA® SNOWDRIFT™ Petunia (#22)
- SUPERTUNIA® BLACK CHERRY® Petunia (#24)
- SUPERTUNIA® HONEY™ Petunia (#25)

### AWARD-WINNING GENETICS



Proven Winners is more than a name, it's a promise. Our plants are proven to perform, and thousands of our plants—including over 70 different Supertunia varieties—are award winners in independent trials, providing important unbiased industry validation. The reason for this success is as simple as it is complex: our plants feature the best plant genetics, developed and refined by the most trusted breeders around the globe.

SUPERTUNIA®  
LOVIE DOVIE™ Petunia  
**23 AWARDS**



**PW**  
PROVEN  
WINNERS®  
The #1 Plant Brand.®

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