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.

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

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

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**

**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.

**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

**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.

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® BORDEALUX 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