Marketing
Building on the strong successes of our National Plant of the Year program, we are expanding the campaign this year. Growers have demonstrated extraordinary increases in sales of the plants featured and retailers have asked us to broaden the scope of the program. Offer our ready-to-go signage (shown on p.20) to promote these award-winning plants or let us help you and your customers create a custom look.

The Making of a Champion
The National Plants of the Year are never chosen at random. To reach this highest designation, Proven Winners annuals, perennials and shrubs must meet a strict set of criteria for consideration including:

**Easy to Grow** – They must be easy for both growers and gardeners alike to grow. It shouldn’t take an expert to grow beautiful flowers.

**Iconic** – Easily recognizable at a glance, the National Plants of the Year have an iconic style unmatched by lookalikes.

**Readily Available** – These plants are easy to find locally or online. Announcing the National Plants of the Year a year in advance helps growers be prepared for the demand.

**Perfect for Baskets and Containers** – The Annual of the Year grows beautifully in hanging baskets as well as upright patio containers and window boxes.

**Outstanding Landscape Performance** – Not just for containers, these plants also deliver a knockout performance when planted in landscapes.

Sonic Bloom® is a registered trademark of the Syngenta Group Company.
National Plants of the Year Promotion

We’re ready to launch a multimedia marketing campaign to build awareness and excitement for the 2019 National Plants of the Year. Look for promotions at consumer shows, online, through social media, print magazines and more. Then let us help you with your own marketing at the retail level. Here’s a quick look at our upcoming efforts.

Consumer Promotions

www.nationalplantoftheyear.com – This dedicated website is working hard to build consumer demand for all the exceptional varieties in the program. Share the excitement by linking to this site from your website and social media pages.


Garden Answer
Laura from Garden Answer is already hard at work crafting promotional videos for the 2019 National Plants of the Year. Her videos have been viewed over 40 million times on YouTube.

Gardener’s Idea Book – 46,000+ copies were delivered to Canadian residents in 2018. We expect the strong demand for this one of a kind publication to remain steady in 2019.

Retailer Resources

National Plant of the Year Program POP – Use our ready-to-go signage to promote these award-winning plants or let us help you and your customers create a custom look. Order online at www.provenwinners.com/catalog/point-purchase-materials-canada.

Catch Us on Your Commute

Billboard messages displayed each spring along the nation’s busiest roadways remind consumers that it is time to head to their local retailer to find and plant Proven Winners. Check out all our billboard locations for Spring 2019 at www.provenwinners.com/professionals/advertising.

<table>
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Subject to change, figures represent the 2018 billboard campaign.

Final artwork is subject to change.
Share the #1 Resource of the Year: Gardener’s Idea Book

Let Us Work for You
Our passion is inspiring people with new ideas about how to use plants to make their world more beautiful. We continue to spread the word through our annual Gardener’s Idea Book which reaches 450,000 people across North America. Chock-full of inspiring imagery backed by expanded content on beauty.provenwinners.com, this little book is one of your best resources. 57% of retailers have reported that customers come in to their stores with the Gardener’s Idea Book in hand and request plants by name.

Customize Your Message
Add your marketing message to the back cover of the Gardener’s Idea Book by March 15, 2019 for FREE and we’ll mail them out for you – no charge for the books, you just pay the postage. Or make the Gardener’s Idea Book your own by submitting your design ideas to us by January 25, 2019 and we’ll print a fully customized back cover for your mailing list. Learn how customization can work for your business at provenwinners.com/share-booklet or contact Sandy at 1-815-895-1872 or Sandy@provenwinners.com.

Order Extras for Giveaways
Gardeners love giveaways! Order extra cases of the Gardener’s Idea Book to give away at your registers and events. Retailers who take advantage of our customized message offer pay just $50 + shipping per case of 100 books. Those who aren’t and would like to purchase cases of the books separately can do so for $65 + shipping per case of 100. Either way, it’s one of the most cost-effective ways to put actionable gardening ideas into the hands of your customers. Call 1-815-895-1872 or place your order online.

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 beauty.provenwinners.com, on specially created Pinterest boards, in videos and feature articles. This content becomes available online in mid-February as the printed book delivery begins. 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 channels. We hope you will use these resources as inspiration for in-store workshops, endcaps, and creating your own original content to motivate your customers.

“We have and continue to have the Gardener’s Idea Book sent to our customers. We love it and have wonderful feedback from our customers who bring it in with them when making their plant selections. It is an awesome inspirational book with wonderful tips and information in it.”
Becca Massat – The Growing Place

46,000+ copies of the Gardener’s Idea Book were sent by request to Canadian gardeners in 2018.
How We Support Our Independent Retailers

Become a Certified Retailer

It’s simple – a trained staff is more effective. Companies that invest in staff training routinely see an increase in productivity, revenue and employee loyalty. While some training programs can be costly, we are offering to train your staff on Proven Winners plants and products for FREE. Why? Because when you’re successful, we’re successful. We want you to be armed with everything you need to have a profitable season.

Join 1,010 other garden centres and 7,680 employees who became Certified Retailers in 2018. 99% of Certified ICG employees say they would recommend our training program to a co-worker. Training is available from Feb 1 through May 1 every year at www.provenwinners.com/training.

Certified Retailers Gain Greater Visibility

Once a Proven Winners retailer completes their certification, they automatically receive a priority listing on our online Retailer Locator. This listing is displayed prominently throughout our website which hosts millions of visitors each season. Get certified and be seen, simple as that.

88 Certified Garden Centres in Canada

Bloom’r Acres Greenhouses – Brooks AB
BMH Greenhouses & Watergardens – Leduc County AB
Cameron Nurseries Spruce Grove Ltd. – Spruce Grove AB
Christie’s Gardens and Greenhouses – High Prairie AB
Country Bloom’s Garden Centre – Lethbridge County AB
Estate Gardens – Sherwood Park AB
Floral Garden Creations – Bentley AB
Green Valley Gardens – Camrose AB
Hilltop Greenhouses – Monarch AB
I.C. Farms – Whitecourt AB
Sunnyside Greenhouses Ltd – Calgary AB
The Big Greenhouse – Spruce Grove AB
Sunnyside Nursery – Taber AB
Cedar Rim Nursery – Langley BC
Art’s Nursery Ltd. – Surrey BC
Fletcher Building Supplies – Princeton BC
Bloomin’ Maples Ridge BC
Ceder Rim Nursery – Maple Ridge BC
Haynes’ Nisqually – Nisqually WA
The Big Greenhouse – Spruce Grove BC
Art’s Nursery and Garden Center – Kamloops BC
Art’s Nursery Ltd. – Surrey BC
Blomers – Maple Ridge BC
Cedar Rim Nursery – Maple Ridge BC
Porch ‘n’ Post – Niagara Falls ON
Purity Feed Farms and Garden Centre – Merritt BC
Top Crop Garden Farm & Pot – Cranbrook BC
Top Crop Too – Kimberley BC
Window Greenhouse Ltd – Abbotsford BC
Glaravilla Greenhouses – Ste. Agathe MB
Golden Plains Greenhouse – Kneepkens MB
Petal Place – Ste. Andrews MB
Platinum Greenhouses – Beaumont MB
Second Door Greenhouse – Dauphin MB
Sheehan Ridge Garden Centre Ltd. – Headingly MB
The Garden Spot – Swan River MB
Prairie Poolside Greenhouse – Brandon MB
Dooyear Greenhouse – Florenceville-Bristol NB
Shade of Green Ltd. – Saint John NB
Ducks Greenhouses – Argyle NS
Arbителей Greenhouses – Sydovia ON
Backyard By Design Garden Centre – Ingersoll ON
Bala Garden Centre – Bala ON
Baltimore Valley Garden Centre – Baltimore ON
Black Forest Garden Centre – King City ON
Canadian Tire #310 Stratford – Stratford ON
Canadian Tire Corporation #192 – Toronto ON
Cindy’s Home and Garden – Kingston ON
Col’s Paint & Garden Centre – Gormley ON
Cottage Gardens – Norwood ON
Country Lane Greenhouse – Wyting ON
Covil’s Greenhouses – Prescott ON

Certified Garden Centres in Canada (continued)

Doefert’s Nurseries – Sarnia ON
Ferrage Greenhouses – Bradford ON
Grebe’s Nursery & Garden Centre – Brooks ON
Harper’s Garden Centre – Hamilton ON
Holbrook Park Garden Centre – Barrington ON
Horlacher Gardens – Salmon ON
Hull’s Garden Centre – Burlington ON
Kempen Greenhouses – Caledon ON
Lakeside Garden Gallery – Brampton ON
Lee and Meno’s Market – Kingsville ON
Make It Green Garden Centre – Sutcliffe ON
New North Greenhouses – Sault Ste. Marie ON
Oxford Insta-shade Inc – Burgessville ON
Plant Paradise Garden Centres – Caledon ON
Port Carling Garden Centre – Port Carling ON
Prairie Lawn Care & Landscapes – Bala ON
Springbank Greenhouses – Mississauga ON
St. Jacobs Country Gardens Inc. – Elora ON
Sun Haven Greenhouses – Goderich ON
The Country Basket Garden Centre and Flower Boutique – Niagara Falls ON
The Glasshouse – Chatham ON
Terry’s Eden Landscape Ltd – Stratford ON
Van Dooren’s Tree Farm – Hominy ON
Viking Nursery Ltd – Guelph Landing ON
Whitehorse Perennials – Amos ON
Pepinard Carpets Inc. – Mascouche QC
Peggy’s C Garden Centre – Rouxton SK
Shannon Greenhouse & Nursery – Foam Lake SK
Vickham Nurseries Ltd – Loonhead SK

Expanded Training Available

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, and 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.

“This year, I chose four new team members that showed potential for retail sales to do some training with the Proven Winners University videos. I am so impressed! Great info. After watching them, we reviewed the selling features and grower tips. I have asked each associate to watch one video per night and report back to me about how they would recommend the plants to their customers. It also gave us an opportunity to refresh basic customer service skills like eye contact, body language and how we speak to our customers. This was a super productive exercise. Thank you and keep up the great work!”

Karen Van Duyvenyck Dutch Growers Home & Garden Regina, SK Canada

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 1-801-527-8213.

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 season.

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.

Learn more about Proven Winners University trainingadytoday!
Laura and Aaron from Garden Answer have become key influencers for Proven Winners, with their popularity skyrocketing in the last year alone. Currently, over 2.3 million fans follow them on Facebook, and their YouTube gardening videos have been viewed over 40 million times. Proven Winners is financing the production of over 100 Garden Answer videos each year, focusing exclusively on Proven Winners plants – available for your use.

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.

Watch These 3 Video Trends
• Prediction: 80% of all information consumed online will be available in video format by 2019. (Source: Cisco study) Our brain processes video 60,000 times faster than reading text, so it’s a quick way to learn.
• People who watch videos of products are 85% more likely to buy them. (Source: TechSmith) Include video clips in your e-newsletters, online product catalog, and social media posts.
• 85% of Facebook videos are watched without sound. (Source: digiday.com) Include a transcription of the video for search purposes, as well as a compelling video title and description that includes a live link back to your website.

Garden Answer Videos
Garden Answer creates exclusive video content for Proven Winners which our customers are encouraged to share on their own social channels and websites. Keep up to date with their video content by visiting provenwinners.com/Professionals_Garden_Answer where we post a list of their current projects and possible plants featured. Interested parties can sign up to receive an email notification whenever this page is updated. Instructions on how to embed their videos onto your page from YouTube is also included on this page.

Professional quality, eye-catching social media graphics are available for your business to download and share. Select from images pre-sized for Facebook, Twitter, Instagram or Pinterest, or get creative and make your own using our free image library. A wealth of imagery is available at your fingertips to reach your online audiences. Here are a few examples of retailers who have shared our free content.

Inspiring Content You Can Share
Go to www.provenwinners.com/social_media to learn more.
Reaching Consumers from Every Angle

The Proven Winners marketing team is dedicated to communicating the brand promise to consumers where they live – online, on the road, at home, even in line at the grocery store. Here’s how we’re working to spread the message.

National Print Advertising
We’ll create millions of impressions of Lemon Coral Sedum in our 2019 advertising campaign which reaches across the U.S. and Canada.

Websites
More than 3.8 million visitors have visited our websites this year: provenwinners.com, beauty.provenwinners.com and nationalplantoftheyear.com

Social Media Marketing
Today’s Purchasing Model: Excite Connect Collect Convert Delight
Show them an enticing offer, engage with them about it online, collect their information in exchange for the sale, and celebrate their delight with your product. Here’s where we are reaching consumers every day through our social media efforts.

Gardener's Idea Book
450,000 copies of our popular Gardener’s Idea Book are distributed in the U.S. and 16,000 in Canada by request only every year.

Proven Winners® ColorChoice® Marketing

Driving Consumer Demand
When you offer Proven Winners ColorChoice Flowering Shrubs, you’re tapping into an extensive consumer promotion campaign that works every day to build trust and recognition of the brand. Count on us to take care of marketing so you can focus on getting high quality finished plants into the marketplace.

Gardening Simplified
This 100-page gardening magazine is filled with tips, how-to articles and beautiful images showcasing the Proven Winners® ColorChoice® collection of shrubs. Free copies are available for your events by contacting Spring Meadow Nursery.

www.SpringMeadowNursery.com

Sharable Social Media Content
Inspiring visual content, which we encourage you to share, is posted every day on our social media channels. Our popular Let’s Make a Garden video scored over 117,000 views on YouTube and 9 million on Facebook. This video was also translated into French.

292,000 FOLLOWERS
3 CHANNELS
7.2 million VIDEO VIEWS
30,800 FOLLOWERS
345,034 PIN SAVES
16,400 FOLLOWERS

Facebook
@Proven Winners

Instagram
@provenwinners

Pinterest
Pinterest.com/provenwinners

Twitter
@Proven_Winners

Invincibelle Spirit Campaign for a Cure
We’re proud to support The Breast Cancer Research Foundation® (BCRF) with a $1 per plant donation on every Invincibelle® Spirit hydrangea that is sold via garden centers across the US and Canada. With the generosity of our community of growers, over $1 million has been donated so far, and the campaign is still going strong.

Radio
Our broadcast radio campaign covers 13 major metro markets, including those in Chicago – WGN & WBBM and in Toronto – CHUM FM & NEWS TALK 1010.
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, our popular Smart Shrub blog, and updates on our promotional efforts.

Superbells® Improvements for 2018

Superbells® ‘Carten’ and Superbells® ‘Blake’ are the latest additions to the Big Bells® collection. These selections are perfect for bedding in your landscape and combining with other Superbells® selections. They can be used as accent planting or mass planting. Superbells® ‘Carten’ is a new plant for 2018. This white form is a great white addition to the Superbells® collection. Both of these selections are sure to be popular in the marketplace.

Tips for success – Snowstorm Sutera

Snowstorm® Sutera is a key component to a classic landscape planting design. This low light tolerant plant is upright and compact. Snowstorm® Sutera combines well with other perennials and annuals, providing a long-term display of white flower clusters. Use this versatile plant in borders, mass plantings, or as an accent in mixed plantings. Its flowers provide an appealing contrast in full sun or part shade.

Be Ready To Restock Our Most Popular Superbells®

Demand for Superbells® continues to increase with new releases coming soon. Due to the growing popularity of these popular plants, we recommend ordering early to ensure availability. Please contact your sales representative for more information.

Closest wall as

Take A Sneak Peek at 2019

We know that you are excited too by the middle of spring, but we wanted to provide you with some sneak peaks on what is coming up for the Superbells® collection. Each Superbells® is unique, but they all share the same characteristics of being a reliable and hardy plant. Our Superbells® collection has something for every garden style. Stay tuned for more sneak peeks on our upcoming releases. In the meantime, please visit our website for more information.

Great graphics and projects to share

The Superbells® allows you to be creative and share your projects on social media. When you post your projects, be sure to include the hashtag #Superbells and tag us in your posts. This helps us grow our social media presence and encourages others to follow us. We are grateful for your support and look forward to seeing your projects.

Grower Newsletter

Retailer Newsletter