Reaching Consumers from Every Angle

The Proven Winners marketing team is dedicated to communicating the brand promise to consumers where they spend the most time — online, on social media, at community events, and on their daily commute. Here’s how we’re working to spread the message.

Print Advertising
Seventeen members of the Garden Centre Group Co-op advertised Lemon Coral® Sedum in the Home & Garden Showcase magazine in Spring 2019, for a total circulation of 598,500 in Ontario, Manitoba, Alberta and British Columbia. This is a semi-annual publication distributed free to customers in the immediate geographic area of the Garden Centre member.

E-Newsletter
Over 223,000 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 4.4 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.

Canada Blooms Festival
Nearly 175,000 attendees have the opportunity to see new Proven Winners plants and talk with local retail employees from Sheridan Nurseries who help out in the large display booth we maintain at the Canada Blooms Festival each year. Attendees receive our Gardener’s Idea Book and a handout featuring new varieties and our National Plants of the Year.

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.

Gardener’s Idea Book
400,000 copies of our popular Gardener’s Idea Book are distributed in the U.S. and 10,000 in Canada by request only every year. Be prepared for the coming demand by stocking up on the plants we’ll be featuring. Find the plant list this fall at www.provenwinners.com/retailer-gardeners-idea-book-co-op.

Expanded Content on beauty.provenwinners.com
Mixing 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.

Social Media Marketing
Consumers have come to expect us to engage with them across social media channels, and we truly enjoy providing inspiration and knowledge every day of the year. Here are the online communities where we are reaching millions of connected consumers.

Expanded Content on www.provenwinners.com

Figures calculated from 4/2/18 – 3/31/19.
Canadian Billboard Campaign

Featuring the National Plants of the Year

16 Cities – 37 Million Impressions

April 15 – June 9*

British Columbia Campaign Total
Abbotsford 1,112,832
Kamloops 768,068
Surrey 2,217,712
Vancouver 854,864
Pitt Meadows 1,071,504
Vancouver 710,276
Surrey 846,736
Vancouver 884,660
Surrey 200,312
Surrey 520,128
Kamloops 583,632
Victoria 776,888
Victoria 146,804
Boiser Crossing 177,408
Surrey 1,016,876
Abbotsford 1,001,380
Chilliwack 954,212
Kelowna 569,520
Kelowna 316,552
Total 15,142,204

Alberta Campaign Total
Calgary 1,247,568
Edmonton 538,776
Edmonton 1,394,008
Calgary 1,224,200
Total 4,304,552

Ontario Campaign Total
Scarborough 596,820
Toronto 885,108
Newmarket 588,700
Etobicoke 5,132,204
Etobicoke 4,659,588
Total 11,802,420

Quebec/ Montreal Campaign Total
Quebec 640,698
Quebec 3,871,968
Quebec 1,001,000
Quebec 280,700
Total 5,327,366

* Campaign dates vary based on location.

Proven Winners Delivers 2 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 2,000,000,000 impressions last year by harnessing the power of all the efforts you see 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 – 1B+ impressions

Print – 3M+ impressions
Radio – 80M impressions
Pandora – 71M+ impressions
Websites – 18M impressions

Containers + Tags – 85M impressions

Sponsorships – Our GardenSmart PBS sponsorship reaches 92% of the U.S., 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.

Containers + Tags – to help move product when store traffic is high.
What’s in your container?

**This container holds 1/2 billion impressions**

Let them work for you! For over 25 years, Proven Winners® has invested in research and consumer marketing to capture home gardeners’ attention and create strong demand. Consumers get the message and instantly recognize the iconic white Proven Winners container. They look for it because they know it holds plants with outstanding beauty and proven garden performance.

**Are you growing in it?**

### Plants That Come with Containers

The Proven Package, which includes a variety specific container and label, comes automatically for Amazel Basil™.

A standard Proven Winners white branded container and label comes automatically for all other varieties in the Proven Harvest® Collection including:

- **FIRE AWAY™** Hot and Heavy Capsicum annuum
- **BERRIED TREASURE™** Red Fragaria ananassa
- **‘Garden Gem’** Lycopersicon esculentum
- **‘Garden Treasure’** Lycopersicon esculentum
- **GOODHEARTED™** Lycopersicon esculentum

All Proven Winners Perennials automatically ship with the recommended size of branded containers and labels.

### Proven Winners® Containers

- **4.25 Grande™** Self-Symettrize® Container
- **1.0 Quart** Container
- **6.5** Container
- **1.0 GL Royale™** Container

All containers shown are available in either injection molded or co-ex forms.

### Early Ordering Opportunities:

Please call Sobkowich or Nordic about early ordering and discount opportunities.

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**Print ad campaign – Circulation – 598,500**

**Gardener’s Idea Book – 400,000 requests**

**16,000 sent to Canadians**

**Website – 11.6+ million page views**

**13% Canadian views**

**Social Media – 303,000+ followers**

**Garden Answer YouTube and Facebook – Over 1/2 billion views**

**33 Canadian Billboards – 37 million impressions**
How We Support Our Independent Retailers

Become a Certified Retailer
Join 1,200 of other garden centres and 9,000 of employees who took advantage of our FREE staff training program and became Certified Retailers in 2019. 99% of Certified ISC 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 2020 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.

Certified Proven Winners Retailers

- Top Crop Garden Farm & Pet – Cranbrook BC
- Sandhu Greenhouses & Nursery – Osoyoos BC
- Swan Lake Nurseryland – Vernon BC
- Lillooet Timber Mart – Lillooet BC
- Glenlea Greenhouses – Ste Agathe MB
- Purity Feed Company – Kamloops BC
- Turkish Nursery & Garden Centre Ltd – Red Deer AB
- Parkland Nurseries & Garden Center Ltd. – Red Deer AB
- On Earth Gardens & Design – Leduc AB
- Neubauer Nurseries & Garden Centre Ltd. – Red Deer AB

- Sheridan Nurseries/Mississauga Garden Centre – Mississauga ON
- Sheridan Nurseries/Scarborough – Scarborough ON
- Sheridan Nurseries/Whitchurch/Scarborough – Mississauga ON
- Sheridan Nurseries/Etobicoke/East Mississauga Garden Centre – Mississauga ON
- Sheridan Nurseries/Weston – Etobicoke ON
- Sheridan Nurseries/Markham – Markham ON
- Sheridan Nurseries/Scarborough – Mississauga ON
- Sheridan Nurseries/Mississauga Garden Centre – Mississauga ON
- Sheridan Nurseries/Scarborough – Mississauga ON
- Sheridan Nurseries/Whitchurch/Scarborough – Mississauga ON
- Sheridan Nurseries/Georgetown Garden Centre – Georgetown ON
- Sheridan Nurseries/361284 B.C. Ltd. (Mississauga) Garden Centre – Mississauga ON
- Sheridan Nurseries/361284 B.C. Ltd. (Toronto) Garden Centre – Toronto ON
- Sheridan Nurseries/Kipling – Toronto ON
- Sheridan Nurseries/Toronto – Toronto ON
- Sheridan Nurseries/Etobicoke/East Mississauga Garden Centre – Mississauga ON
- Sheridan Nurseries/Scarborough – Scarborough ON
- Sheridan Nurseries/Weston – Etobicoke ON
- Sheridan Nurseries/Markham – Markham ON
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- Sheridan Nurseries/Toronto – Toronto ON

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, 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.

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 1-801-527-5213.

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 sign care 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.

**The knowledge we gleaned from this course was invaluable as we found ourselves using it daily in our conversations with our customers while promoting the benefits of planting Proven Winners products. Thank you for the knowledge and the pizza!**

Mother Nature Garden Home & Pet
Powell River, BC
Garden Answer Inspires Millions

Social media influencers Laura and Aaron from Garden Answer are unparalleled brand ambassadors for Proven Winners. Devoted followers from around the world are learning how to garden through the 100+ videos Garden Answer is producing for Proven Winners annually. Their videos have been viewed over a half billion times on Facebook and 70 million times on YouTube. Their Facebook fan base of 2.6 million and Instagram follower list of 179,000 continue to grow.

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.

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 www.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.

Laura Promotes the Annual of the Year™
When Laura talks, people listen! There’s no better brand ambassador to promote key plants like our National Plants of the Year than Garden Answer. In videos commissioned by Proven Winners, she will help to build awareness and excitement for the 2020 Annual of the Year, the Diamond Collection of Euphorbia. Garden Answer will be pivotal part of our comprehensive marketing campaign centered around the Annual of the Year. Look for additional promotions at the Canada Blooms Festival, online, in print and at www.nationalplantoftheyear.com.

Inspiring Content You Can Share
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. Here are a few examples of retailers who have shared our free content. A wealth of FREE imagery is available for our customers’ use at www.provenwinners.com/share.
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.

Grower Newsletter

Retailer Newsletter