

Proven Winners® Marketing Campaign - AL



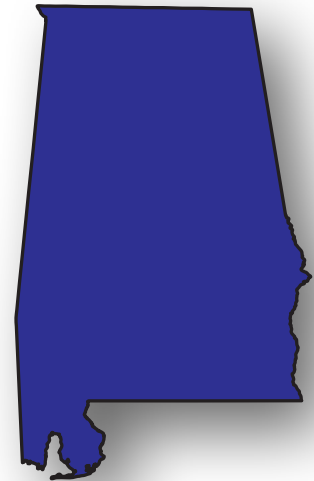
Streaming Radio

For \$350, independent garden centers can target local gardeners within a 20 mile radius of their garden center. Retailers will receive a minimum of 21,875 audio impressions and 3,200 banner impressions. They can also include their company

logo and a link to their website or Facebook page.

For more information on this program, visit www.provenwinners.com/pandora

The nationwide campaign will run from April 30 - June 10 and will generate:
23.1 Million Pandora Audio Impressions
23.1 Million Pandora Online Banners
2.7 Million Mobile Display Impressions

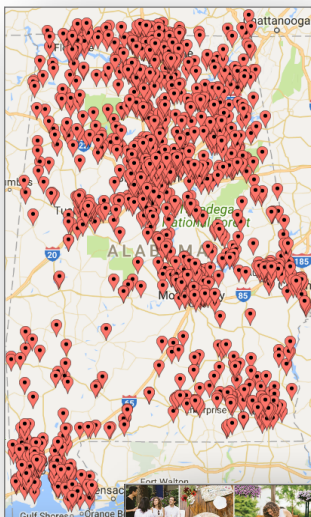


Gardening Simplified



150,000 copies of Gardening Simplified, a 100-page shrub reference guide, full of quick tips, how-to's, and beautiful images of the entire Proven Winners® ColorChoice® collection, is printed every other year.

For more information, call 800-633-8859.



Gardener's Idea Book Co-op

This Spring, Proven Winners will mail out 400K copies of our popular *Gardener's Idea Books* - **1,900 in AL.**

Additionally, each year, Proven Winners provides FREE *Gardener's Idea Books* to retailers to mail to their customers if they pay for the postage.

Individual cases are also available for \$65 plus shipping & handling.

For more information and options, visit www.provenwinners.com/gib-co-op





Magazine Advertising

Proven Winners' print campaign is second to none, generating nearly 47 million impressions. **974,000 AL subscribers** will see our ads, including **12,000 in Alabama Gardener**.

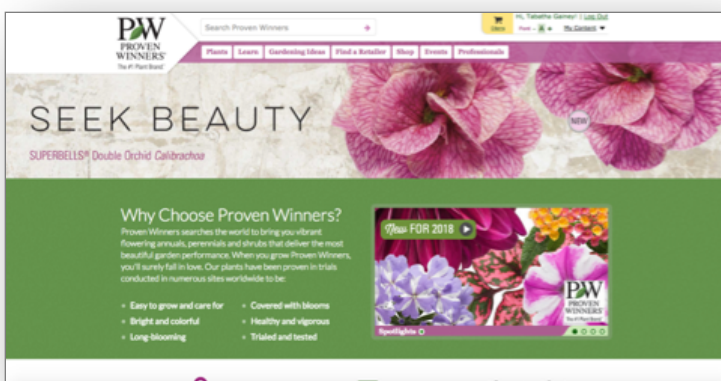
The varieties being promoted include:

Supertunia® Bordeaux™ Petunia
Lo & Behold® Buddleia Series
'Sweet Summer Love' Clematis
Incrediball® Hydrangea series
Invincibelle® Spirit II Hydrangea
Let's Dance® Hydrangea series
Bobo® Hydrangea

Fire Light® Hydrangea
Jazz Hands® Loropetalum series
At Last® Rosa
Oso Easy® Rosa series
Bloomerang® Syringa series
Sonic Bloom® Weigela series
Spilled Wine® Weigela

Website

We anticipate 25,700 website users from the state of AL, with 37,600 visits to **provenwinners.com**



2018 National Plants of the Year

In 2018, Proven Winners will be buying **1 billion** impressions across many online & social media platforms promoting the National Plants of the Year, April 1st – June 15th.

For more information on this program, visit **www.provenwinners.com/national-plant** and **www.nationalplantoftheyear.com**.



Supertunia® Bordeaux™
Petunia



Primo™ 'Black Pearl'
Heuchera



Spilled Wine®
Weigela

Certification

The Proven Winners Certified Training Program for garden centers is an ongoing partnership that offers retailers and their employees the opportunity to learn more about our plants while building their confidence to sell Proven Winners.

We expect a minimum repeat of 800 retailers and 9,000 employees to become certified in 2018. Of those, we expect **3 retailers & 26 employees** will be from AL.

For more on this program, visit
www.provenwinners.com/certification.



Top 10 Most Sought After Plants in AL

1. Supertunia® Giant Pink Petunia
2. GoldDust® Mecardonia
3. Superbells® Lemon Slice® Calibrachoa
4. Superbells® Dreamsicle® Calibrachoa
5. Supertunia® Limoncello® Petunia
6. Bobo® Hydrangea
7. Superbells® Grape Punch™ Calibrachoa
8. Superbells® Pomegranate Punch™ Calibrachoa
9. Superbells® Apricot Punch™ Calibrachoa
10. Vermillionaire® Cuphea



#1 Gardening Influencer

Proven Winners has partnered with Laura at Garden Answer, producing 100 videos annually featuring Proven Winners plants and shrubs.

With 467 million views, she's beloved by gardeners throughout the world.

In AL alone, she's had 107,000 views on YouTube, totaling 577,500 minutes - over 9,600 hours!



Facebook Fans:

- Joanna Gaines - 2,698,284
- **Garden Answer - 2,346,119**
- Martha Stewart - 2,249,330
- Miracle-Gro® - 1,311,496
- Bonnie Plants - 370,054
- P. Allen Smith - 329,495



Social Media Graphics



Young's Plant Farm Trial Award Winners

Top Performers

Toucan™ Dark Orange Canna
Toucan™ Yellow Canna
Fairy Dust™ Pink Cuphea
Hippo™ Red Hypoestes
Hippo™ Rose Hypoestes
Luscious® Royale Cosmo Lantana

Supertunia® Hot Pink Charm Petunia
Rockin'™ Deep Purple Salvia
Rockin'™ Playin' the Blues® Salvia
Superbena® Royale Cherryburst Verbena
Superbena® Violet Ice Verbena