

Proven Winners® Marketing Campaign - CO



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:

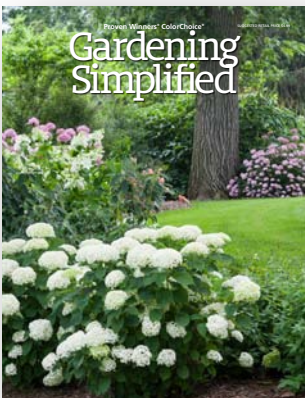
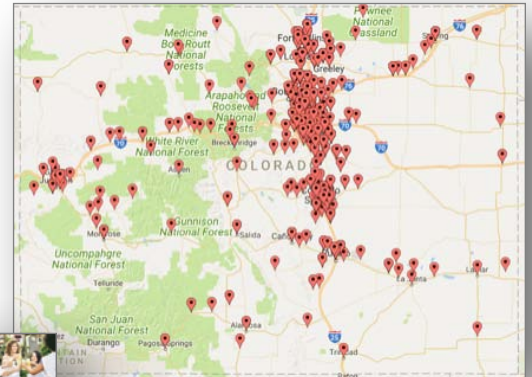
- 23.1 Million Pandora Audio Impressions
- 23.1 Million Pandora Online Banners
- 2.7 Million Mobile Display Impressions

Gardener's Idea Book Co-op

This Spring, Proven Winners will mail out 400K copies of our popular *Gardener's Idea Books* - **1,500 in CO.**

Additionally, each year, Proven Winners provides FREE *Gardener's Idea Books* to retailers to mail to their customers if they pay for the postage. This year, one retailer in CO is participating, mailing an **additional 250** *Gardener's Idea Books* to their customers.

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



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.



Magazine Advertising

Proven Winners' print campaign is second to none, generating nearly 47 million impressions. Of those, **662,500** are in CO.

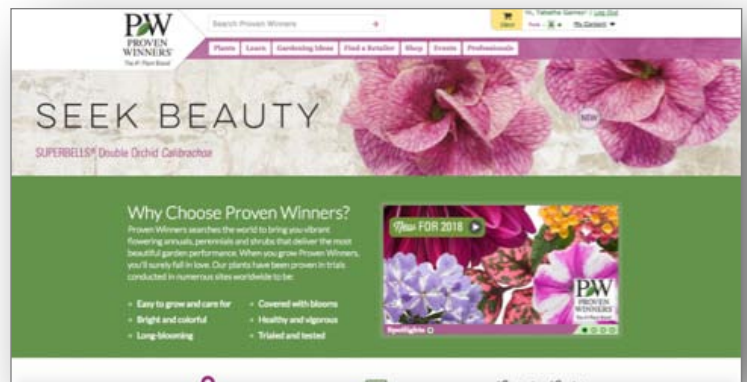
The varieties being promoted include:

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 **44K website users** from the state of CO, with over **63K 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 **8 retailers & 38 employees** will be from CO.

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



Top 10 Most Sought After Plants in CO

1. Sweet Caroline Sweetheart Lime Ipomoea
2. Supertunia® Bordeaux™ Petunia
3. Infinity® Blushing Lilac New Guinea Impatiens
4. Supertunia Vista® Bubblegum® Petunia
5. Superbena® Large Lilac Blue Verbena
6. Snowstorm® Giant Snowflake® Bacopa/Sutera
7. Boldly® Dark Red Pelargonium
8. Bloomerang® Purple Syringa
9. Arctic Fire® Cornus
10. Bobo® Hydrangea



#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 CO alone, she's had 144,000 views on YouTube, totaling 720,000 minutes - over 12,000 hours!



Facebook Fans:

- Joanna Gains - 2,698,284
- Martha Stewart - 2,347,614
- **Garden Answer - 2,338,140**
- Miracle Grow - 1,311,496
- Bonnie Plants - 370,054
- P. Allen Smith - 329,495



Social Media Graphics



Award Winners

Colorado State University

Best Argyranthemum

Golden Butterfly™ Argyranthemum

Best Canna

Toucan™ Scarlet Canna

Best New Variety

Luscious® Royale Cosmo Lantana

Best Vegetative Spreading Petunia

Supertunia Vista® Bubblegum® Petunia

Outstanding

Lady Godiva™ Orange Calendula

Top Performer

Golden Butterfly™ Argyranthemum

Pure White Butterfly™ Argyranthemum

Superbells® Rising Star™ Calibrachoa

Toucan™ Coral Canna

Toucan™ Deep Orange Canna

Toucan™ Rose Canna

Toucan™ Scarlet Canna

Toucan™ Yellow Canna

Luscious® Royale Cosmo Lantana

Supertunia Vista® Bubblegum® Petunia

Welby Gardens Trials

Top 25

Fairy Dust™ Pink Cuphea

Superbena® Stormburst Verbena