

Proven Winners® Marketing Campaign - KS



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

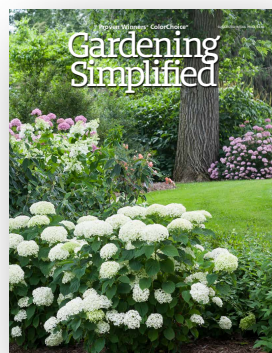


Gardening Simplified

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

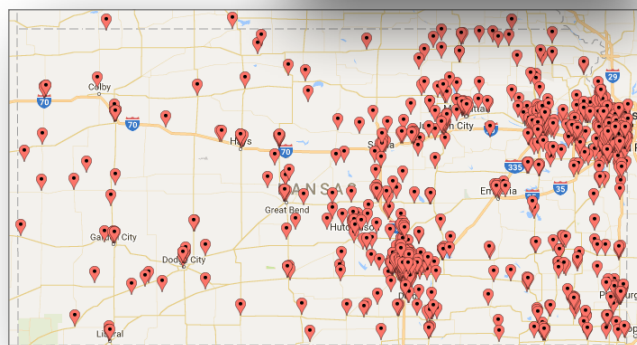
This Spring, Proven Winners will mail out 400K copies of our popular *Gardener's Idea Books* - **1,400 in KS.**

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 KS is participating, mailing an **additional 1,500** *Gardener's Idea Books* to their customers.

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. 604,000 KS subscribers will see our ads, including over **90,000 in *The Kansas City Gardener***.

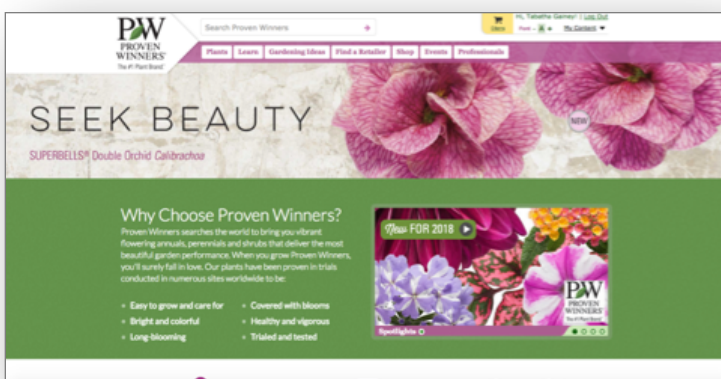
The varieties being promoted include:

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 25,500 website users from the state of KS, with 40,500 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.

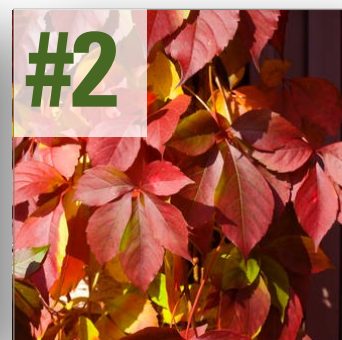
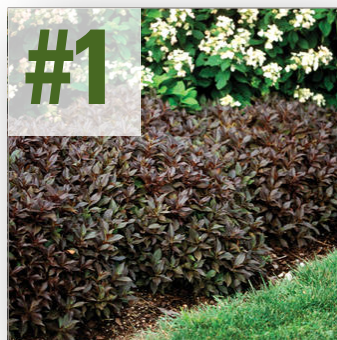
We expect a minimum repeat of 800 retailers and 9,000 employees to become certified in 2018. Of those, we expect **11 retailers & 104 employees** will be from KS.

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



Top 10 Most Sought After Plants in KS

1. Midnight Wine® Weigela
2. Red Wall® Parthenocissus
3. Prairie Winds® 'Apache Rose' Panicum
4. Arctic Sun® Cornus
5. Anna's Magic Ball® Thuja
6. Supertunia® Latte™ Petunia
7. Beyond Midnight® Caryopteris
8. My Monet® Weigela
9. Tuff Stuff™ Red Hydrangea
10. GoldDust® Mecardonia



#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 KY alone, she's had 75,000 views on YouTube, totaling 402,000 minutes - over 6,700 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

Proven Winners interacts with consumers each day of the year via Facebook, Pinterest, Instagram, Twitter and YouTube. Daily posts and videos share ideas on how to use annuals, perennials and flowering shrubs while also providing specific information about each new variety. Graphics are continuously being added for retailer use at www.provenwinners.com/share.



Kansas State University Trial Award Winners

Top Performer

Angelface® Perfectly Pink Angelonia
Angelface® Super Blue Angelonia
Angelface® Super Pink Angelonia
Angelface® Super White Angelonia
Golden Butterfly™ Argyranthemum
Pure White Butterfly™ Argyranthemum
Vanilla Butterfly® Argyranthemum
Silver Bullet™ Artemisia
Superbells® Coralina Calibrachoa
Superbells® Evening Star® Calibrachoa
Superbells® Garden Rose Calibrachoa
Superbells® Hollywood Star® Calibrachoa
Superbells® Over Easy™ Calibrachoa
Superbells® Pomegranate Punch™ Calibrachoa
Superbells® Tropical Sunrise Calibrachoa
Toucan™ Orange Canna
Pequena Rosalita® Cleome
Senorita Blanca® Cleome
Senorita Mi Amor® Cleome
Senorita Rosalita® Cleome
Graceful Grasses® King Tut® Cyperus
Graceful Grasses® Prince Tut™ Cyperus
Mystic Illusion Dahlia
Hippo™ Rose Hypoestes
Sweet Caroline Bewitched Green with Envy™ Ipomoea
Sweet Caroline Sweetheart Jet Black™ Ipomoea
Sweet Caroline Sweetheart Lime Ipomoea
Luscious® Berry Blend™ Lantana
Luscious® Royale Cosmo Lantana
Supertunia Vista® Bubblegum Petunia
Supertunia Vista® Fuchsia Petunia
Supertunia Vista® Silverberry Petunia
Supertunia® Daybreak Charm Petunia
Supertunia® Honey™ Petunia
Supertunia® Hot Pink Charm Petunia
Supertunia® Latte™ Petunia
Supertunia® Lovie Dovie™ Petunia
Supertunia® Mini Rose Veined Petunia
Supertunia® Picasso in Purple™ Petunia
Supertunia® Pink Star Charm Petunia
Supertunia® Royal Magenta™ Petunia
Supertunia® Violet Star Charm Petunia
Intensia® White Phlox
Rockin'™ Playin' the Blues® Salvia

Prairie Star - Container

Silver Bullet™ Artemisia
Superbells® Coralina Calibrachoa
Superbells® Evening Star® Calibrachoa
Superbells® Garden Rose Calibrachoa
Superbells® Over Easy™ Calibrachoa
Superbells® Pomegranate Punch™ Calibrachoa
Superbells® Tropical Sunrise Calibrachoa
Sweet Caroline Sweetheart Jet Black™ Ipomoea

Sweet Caroline Sweetheart Lime Ipomoea
Supertunia® Honey™ Petunia
Supertunia® Latte™ Petunia
Supertunia® Lovie Dovie™ Petunia
Supertunia® Picasso in Purple™ Petunia
Supertunia® Pink Star Charm Petunia
Supertunia® Violet Star Charm Petunia
Intensia® White Phlox

Prairie Star - Landscape

Angelface® Perfectly Pink Angelonia
Angelface® Super Blue Angelonia
Angelface® Super Pink Angelonia
Angelface® Super White Angelonia
Golden Butterfly™ Argyranthemum
Pure White Butterfly™ Argyranthemum
Vanilla Butterfly® Argyranthemum
Silver Bullet™ Artemisia
Toucan™ Orange Canna
Pequena Rosalita® Cleome
Senorita Blanca® Cleome
Senorita Mi Amor® Cleome
Senorita Rosalita® Cleome
Graceful Grasses® King Tut® Cyperus
Graceful Grasses® Prince Tut™ Cyperus
Mystic Illusion Dahlia
Hippo™ Rose Hypoestes
Sweet Caroline Bewitched After Midnight™ Ipomoea
Sweet Caroline Bewitched Green with Envy™ Ipomoea
Sweet Caroline Sweetheart Lime Ipomoea
Luscious® Berry Blend™ Lantana
Luscious® Royale Cosmo Lantana
White Knight® Lobularia
Timeless™ Lavender Pelargonium
Supertunia Vista® Bubblegum Petunia
Supertunia Vista® Fuchsia Petunia
Supertunia Vista® Silverberry Petunia
Supertunia® Daybreak Charm Petunia
Supertunia® Honey™ Petunia
Supertunia® Hot Pink Charm Petunia
Supertunia® Lovie Dovie™ Petunia
Supertunia® Mini Rose Veined Petunia
Supertunia® Mini White Petunia
Supertunia® Pink Star Charm Petunia
Supertunia® Royal Magenta™ Petunia
Supertunia® Violet Star Charm Petunia
Rockin'™ Playin' the Blues® Salvia
Meteor Shower® Verbena