

Proven Winners® Marketing Campaign - KY



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

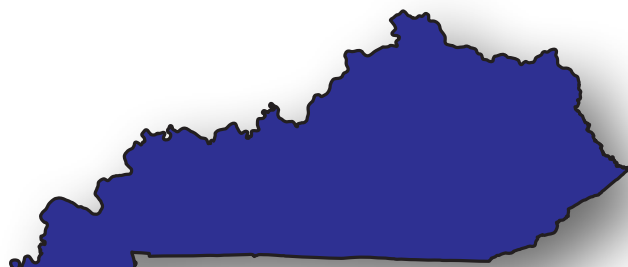
www.provenwinners.com/pandora

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

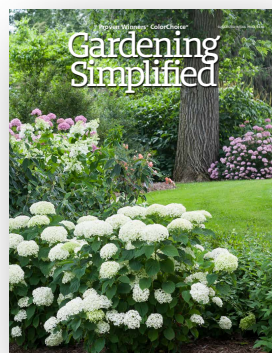


Gardening Simplified

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

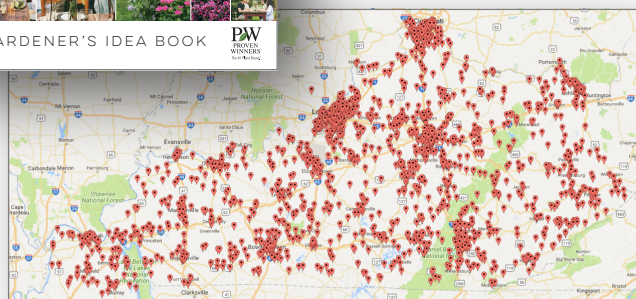
This Spring, Proven Winners will mail out 400K copies of our popular *Gardener's Idea Books* - **2,300 in KY.**

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, **two retailers** in KY are participating, mailing an **additional 1,450** *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. 698,000 KY subscribers will see our ads, including over **10,000 in Kentucky Gardener**.

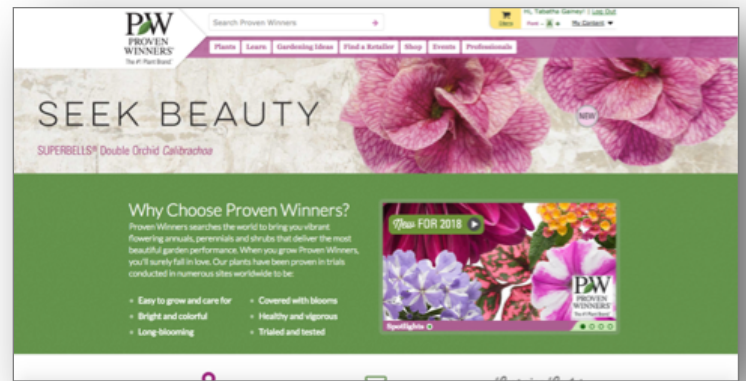
The varieties being promoted include:

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 30,000 website users from the state of KY, with 44,000 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 **12 retailers & 70 employees** will be from KY.

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



Top 10 Most Sought After Plants in KY

1. Superbena® Royale Iced Cherry Verbena
2. Supertunia® Picasso in Blue® Petunia
3. Graceful Grasses® King Tut® Cyperus
4. Supertunia® Black Cherry® Petunia
5. Supertunia® Pretty Much Picasso® Petunia
6. Goldilocks Rocks® Bidens
7. Fire Light® Hydrangea
8. Graceful Grasses® 'Fireworks' Pennisetum
9. Supertunia Vista® Fuchsia Petunia
10. Meteor Shower® Verbena



#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 101,900 views on YouTube, totaling 551,000 minutes - over 9,000 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.

