

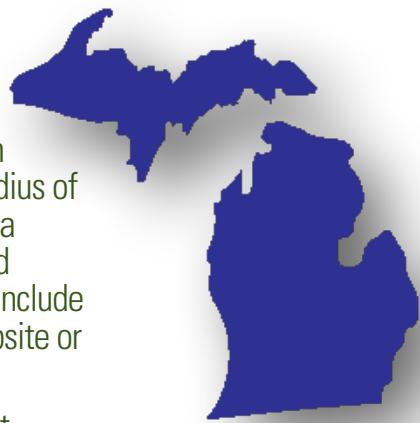
Proven Winners® Marketing Campaign - MI



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

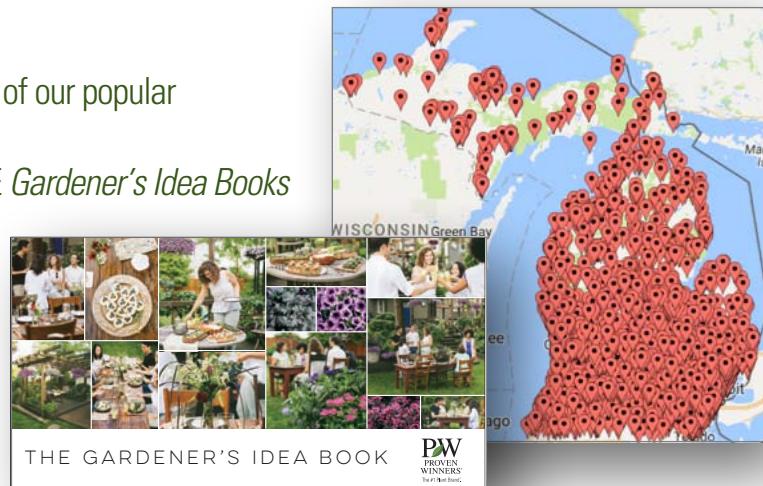
2.7 Million Mobile Display Impressions

Gardener's Idea Book Co-op

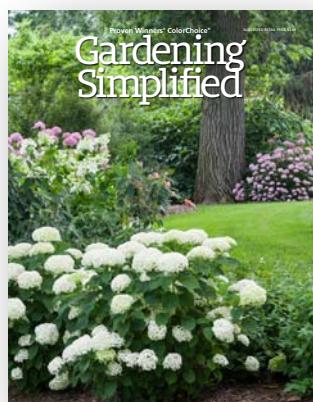
This Spring, Proven Winners will mail out 400K copies of our popular *Gardener's Idea Books* - **5K in MI**.

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, **four** retailers in MI are participating, mailing an **additional 18K** *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.



Website

We anticipate 126K website users from the state of MI, with over 209K visits to provenwinners.com

Magazine Advertising

Proven Winners' print campaign is second to none, generating nearly 47 million impressions. 1.3 million MI subscribers will see our ads, including **102K in Michigan Gardening.**



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



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 **61 retailers & 524 employees** will be from MI.



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

Billboards

Across North America, Proven Winners will have 70+ billboards generating 99 million impressions during the month of May. Three of these billboards will be in Grand Rapids and six will be in Detroit, together, generating 9.8 million impressions.

Detroit Billboard Locations

I-94, Exit 183
I-94 & Conner Street
I-94 & Schaefer
I-275 & Pennsylvania
I-94 & Fourteen Mile
I-696 & Dequindre Road

Grand Rapids Billboard Locations

US-131 & Pearl Street
Chicago Drive & US-31
M-45 & 120th Avenue



#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 MI alone, she's had 267,000 views on YouTube, totaling 1.3+ MILLION minutes - over 22,000 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



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.

Google



Supertunia® Bordeaux™
Petunia



Primo™ 'Black Pearl'
Heuchera



Spilled Wine®
Weigela

Kerry Ann Mendez

2/27 - National Gardening Webinar - 2:00 p.m. (EST)

Beauty and the Beast: Bold and Fine Foliaged Plants Make Wonderful Dance Partners

3/29 - National Gardening Webinar - 2:00 p.m. (EST)

Exceptional Plants for Shade Gardens.

4/28 - Spring Educational Master Gardeners Conference - Waterford, MI

The Budget-Wise Gardener

8/26-28 - Proven Winners Grand Garden Show - Mackinac Island, MI

More information on Kerry's webinars and appearances can be accessed on her website: www.pyours.com.



Top 10 Most Sought After Plants in MI

1. Vermillionaire® Cuphea
2. Incrediball® Hydrangea
3. Supertunia Vista® Silverberry Petunia
4. Supertunia Vista® Bubblegum® Petunia
5. Supertunia Vista® Fuchsia Petunia
6. Blue Chiffon® Hibiscus
7. Celtic Pride™ Microbiota
8. Supertunia® Bordeaux™ Petunia
9. Blue My Mind® Evolvulus
10. Supertunia® Limoncello® Petunia

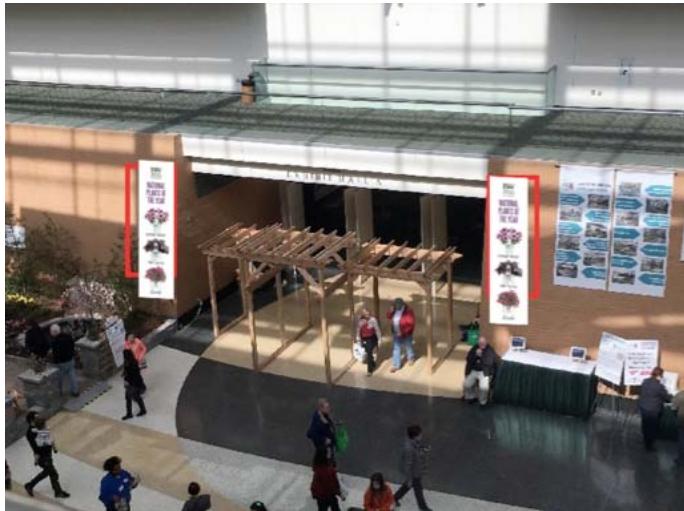




You will not miss these banners when you attend the West Michigan Home & Garden show at DeVos Place March 1-4, 2018!

These 3x12' banners will be featured on each side of the 3 entrances into the show! Below is a rendering showing the placement.

We will also have our 3 National Plants of the Year, Supertunia® Bordeaux™, Spilled Wine®, and Primo™ 'Black Pearl', placed on top and sides of all the pergolas.



Michigan State University Trial Award Winners

Best in Show

Golden Butterfly™ Argyranthemum
Pure White Butterfly™ Argyranthemum

Perfect Score All Season

Golden Butterfly™ Argyranthemum
Pure White Butterfly™ Argyranthemum
Karalee® Petite Pink Gaura
Hippo™ Red Hypoestes
Hippo™ Rose Hypoestes
Luscious® Bananarama Lantana
Supertunia Vista® Silverberry Petunia
Supertunia® Bordeaux™ Petunia
Supertunia® Hot Pink Charm Petunia
Supertunia® Lovie Dovie™ Petunia
Intensia® Blueberry Phlox
Rockin™ Deep Purple Salvia
Rockin™ Playin' the Blues® Salvia
Lemon A-Peel® Thunbergia
Orange A-Peel® Thunbergia

Top Performer

Vanilla Butterfly® Argyranthemum
Campfire® Fireburst Bidens
Superbells® Blue Moon Punch™ Calibrachoa
Superbells® Double Orchid Calibrachoa
Superbells® Double Ruby Calibrachoa
Superbells® Over Easy™ Calibrachoa
Superbells® Plum Calibrachoa
Superbells® Rising Star™ Calibrachoa
Superbells® White Calibrachoa
Toucan™ Coral Canna
Toucan™ Dark Orange Canna
Toucan™ Rose Canna
Toucan™ Scarlet Canna