

Proven Winners® Marketing Campaign - MO



Streaming Radio

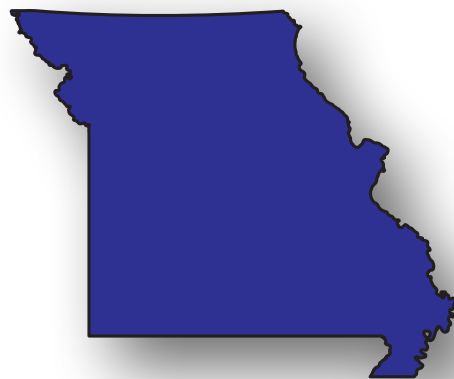
For \$350, independent garden centers can target local gardeners within a 20 mile radius of their garden center. Retailers will receive a minimum of 21,875 audio impressions

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

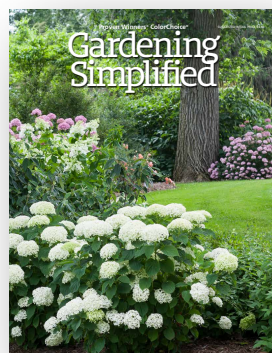


Gardening Simplified

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.



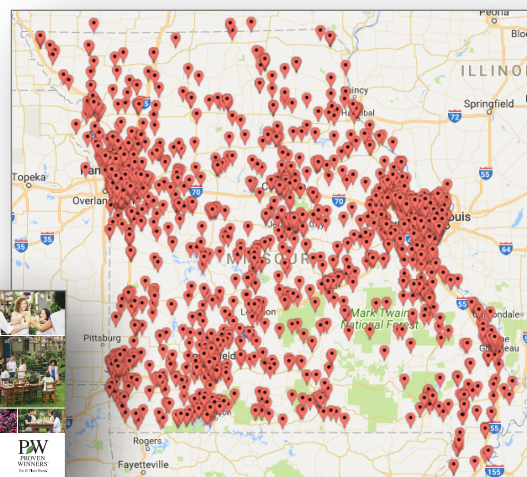
Gardener's Idea Book Co-op

This Spring, Proven Winners will mail out 400K copies of our popular *Gardener's Idea Books* - **2,900 in MO.**

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 MO are participating, mailing an **additional 7,200** *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. 790,000 MO subscribers will see our ads, including over **13,700 in Missouri Gardener**.

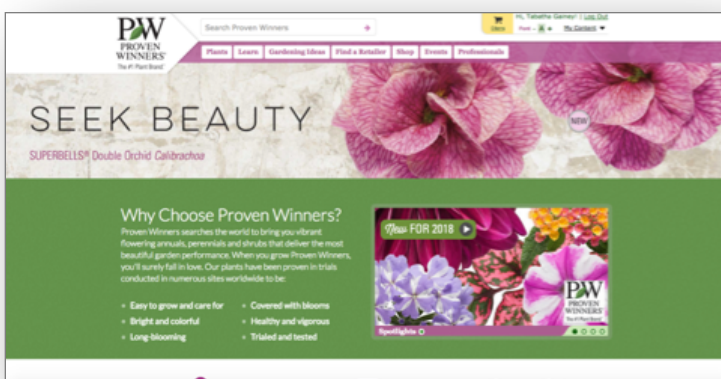
The varieties being promoted include:

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 54,000 website users from the state of MO, with 84,000 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

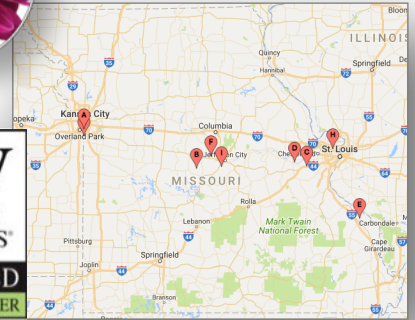
Certification

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 **9 retailers & 97 employees** will be from MO.

For more on this program, visit

www.provenwinners.com/certification.



Top 10 Most Sought After Plants in MO

1. Anna's Magic Ball® Thuja
2. Supertunia® Honey™ Petunia
3. Midnight Wine® Weigela
4. Fire Light® Hydrangea
5. Arctic Fire® Cornus
6. Diamond Frost® Euphorbia
7. Low Scape® Mound Aronia
8. Supertunia® Really Red Petunia
9. Supertunia® Black Cherry® Petunia
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 MO alone, she's had 145,500 views on YouTube, totaling 750,000 minutes - over 12,500 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



Trial Award Winners

Missouri Botanic Garden

Visitor Choice

Pure White Butterfly™ Argythanthemum
Campfire® Fireburst Bidens
Bright Lights™ Double Moonglow Osteospermum
Rockin'™ Deep Purple Salvia
Tangerine Slice A-Peel® Thunbergia
Superbena® Stormburst Verbena

University of Missouri

Best in Show

Supertunia® Lovie Dovie Petunia

Top 5

Luscious® Royale Cosmo Lantana
Supertunia Vista® Silverberry Petunia
Rockin'™ Playin' the Blues® Salvia