

Proven Winners® Marketing Campaign - NC



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

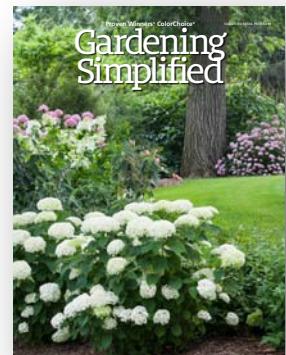
The nationwide campaign will run from April 30 - June 10 and will generate:

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.

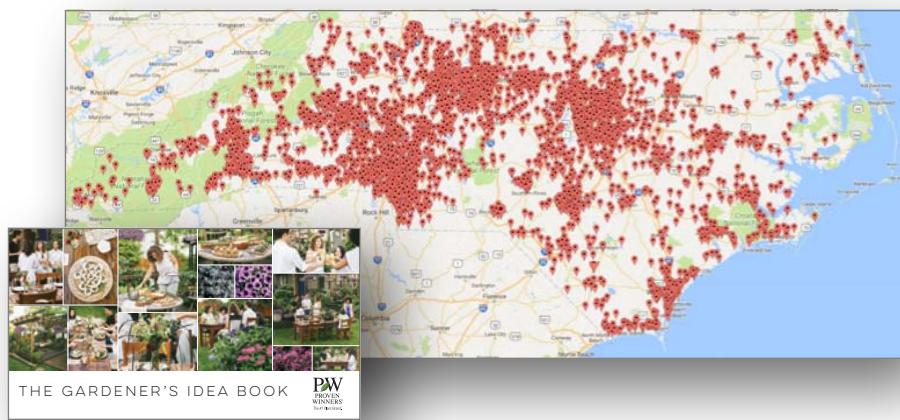


Gardener's Idea Book Co-op

This Spring, Proven Winners will mail out 400K copies of our popular *Gardener's Idea Books* - **4K+ in NC**.

Additionally, each year, Proven Winners provides FREE *Gardener's Idea Books* to retailers to mail to their customers if they pay for the postage.

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



Magazine Advertising

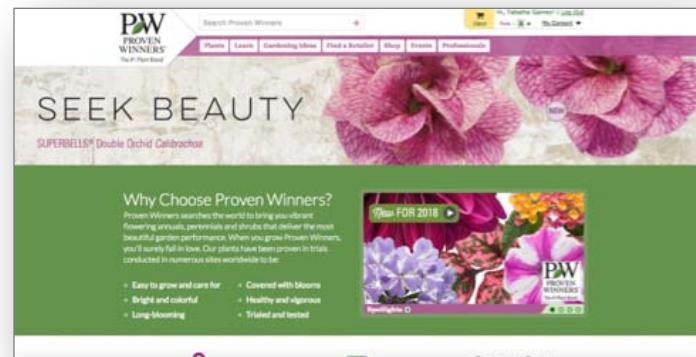


Proven Winners' print campaign is second to none, generating nearly 47 million impressions. **1.8 million NC subscribers** will see our ads, including **17K in Carolina Gardener.**

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



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



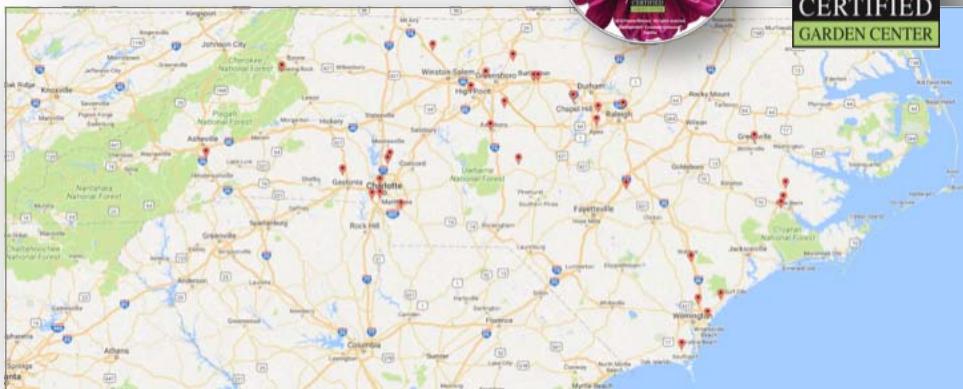
Spilled Wine®
Weigela

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 **32 retailers & 142 employees** will be from NC.

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



Top 10 Most Sought After Plants in NC

1. Whirlwind™ Blue Scaevola
2. Supertunia® Picasso in Purple® Petunia
3. Lo & Behold® 'Blue Chip' Buddleia
4. Lo & Behold® 'Pink Micro Chip' Buddleia
5. Supertunia® Bordeaux™ Petunia
6. Supertunia Vista® Bubblegum® Petunia
7. Angelface® Perfectly Pink Angelonia
8. Little Henry® Itea
9. Bobo® Hydrangea
10. Invincibelle Wee White® 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 NC alone, she's had 271,000 views on YouTube, totaling 1.3 million minutes - over 22,500 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

North Carolina State, JC Raulston Arboretum

Best of Breed

Supertunia Vista® Silverberry Petunia

Leader of the Pack - Early Season

Supertunia Vista® Bubblegum® Petunia
Supertunia Vista® Fuchsia Petunia
Supertunia Vista® Silverberry Petunia
Supertunia® Bordeaux™ Petunia
Supertunia® Hot Pink Charm Petunia
Supertunia® Lovie Dovie™ Petunia
Supertunia® Mulberry Charm Petunia
Supertunia® Royal Magenta™ Petunia

Top 10 - Summer

Supertunia Vista® Fuchsia Petunia
Supertunia Vista® Silverberry Petunia

Leader of the Pack - Summer

Supertunia Vista® Bubblegum® Petunia
Supertunia Vista® Fuchsia Petunia
Supertunia Vista® Silverberry Petunia
Supertunia® Bordeaux™ Petunia
Supertunia® Hot Pink Charm Petunia
Supertunia® Lovie Dovie™ Petunia
Supertunia® Mulberry Charm Petunia
Supertunia® Royal Magenta™ Petunia

Leader of the Pack - Late Season

Supertunia Vista® Bubblegum® Petunia
Supertunia Vista® Fuchsia Petunia
Supertunia Vista® Silverberry Petunia
Supertunia® Hot Pink Charm Petunia
Supertunia® Lovie Dovie™ Petunia
Supertunia® Mulberry Charm Petunia
Supertunia® Royal Magenta™ Petunia