

Proven Winners® Marketing Campaign - OH



Streaming Radio

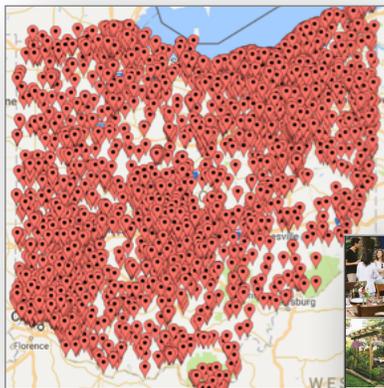
For \$350, independent garden centers can target local gardeners within a 20 mile radius of their garden center. Retailers will receive a minimum of 21,875 audio impressions and 3,200 banner impressions. They can also include their company logo and a link to their website or Facebook page.

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* - **6,500 in OH.**

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, **three** retailers in OH are participating, mailing an **additional 115,500** *Gardener's Idea Books* to their customers.

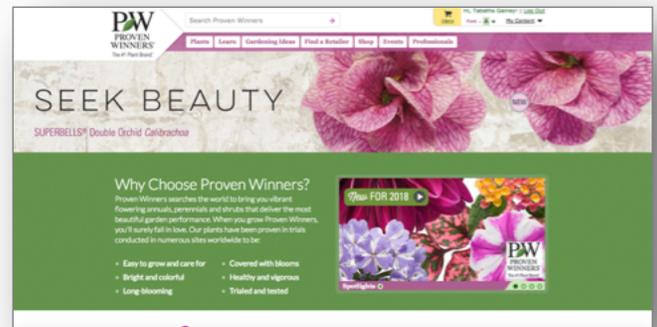
For more information and options, visit www.provenwinners.com/gib-co-op

Billboards

Across North America, Proven Winners will have 70+ billboards generating 99 million impressions during the month of May.

One of these billboards will be in Columbus, generating 308,000 impressions. The billboard will be located at Riverside Drive near Bethel Road.

There will also be several billboards throughout the Cleveland area.



Website

We anticipate 118K website users from the state of OH, with over 184K+ visits to provenwinners.com



Magazine Advertising

Proven Winners' print campaign is second to none, generating nearly 47 million impressions. 1.6 million OH subscribers will see our ads, including **13,500 in Ohio 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

Social Media Graphics



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 **55 retailers & 365 employees** will be from OH.

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

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.



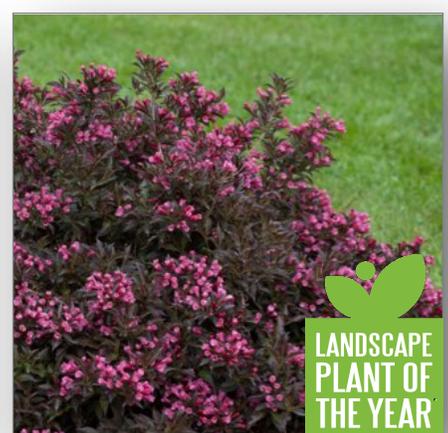
For more information on this program, visit www.provenwinners.com/national-plant and www.nationalplantoftheyear.com.



Supertunia® Bordeaux™
Petunia



Primo™ 'Black Pearl'
Heuchera



Spilled Wine®
Weigela

#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 OH alone, she's had 267,000 views on YouTube, totaling 1.3 million minutes - 22,300 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



Top 10 Most Sought After Plants in OH

1. Superbena® Dark Blue Verbena
2. Supertunia Vista® Silverberry Petunia
3. Graceful Grasses® King Tut® Cyperus
4. Incrediball® Hydrangea
5. Charmed® Wine Oxalis
6. Kodiak® Orange Diervilla
7. Supertunia Vista® Fuchsia Petunia
8. Supertunia® Pretty Much Picasso® Petunia
9. Midnight Wine® Weigela
10. Snowstorm® Giant Snowflake® Bacopa/Sutera



Trial Award Winners

Cincinnati Zoo and Botanical Garden

Perfect Score All Season

Golden Butterfly™ Argyranthemum
Pure White Butterfly™ Argyranthemum
Vanilla Butterfly® Argyranthemum
ColorBlaze® Sedona Coleus
Graceful Grasses® Prince Tut™ Cyperus
Graceful Grasses® Vertigo® Pennisetum

Top Performer

Lady Godiva™ Orange Calendula
Superbells® Plum Calibrachoa
Superbells® Rising Star™ Calibrachoa
Toucan™ Canna Series
Fairy Dust™ Pink Cuphea
Graceful Grasses® Baby Tut® Cyperus
Graceful Grasses® King Tut® Cyperus
Karalee® Petite Pink Gaura
Hippo™ Red Hypoestes
Hippo™ Rose Hypoestes
Illusion® Garnet Lace Ipomoea
Sweet Caroline Bewitched After Midnight™ Ipomoea
Sweet Caroline Raven Ipomoea
Luscious® Citrus Blend™ Lantana
Luscious® Royale Cosmo Lantana
Bright Lights™ Double Moonglow Osteospermum
Graceful Grasses® Fireworks Pennisetum
Graceful Grasses® Purple Fountain Grass Pennisetum
Supertunia Vista® Bubblegum® Petunia
Supertunia® Bordeaux™ Petunia
Rockin'™ Playin' the Blues® Salvia
Superbena® Stormburst Verbena
Superbena® Violet ice Verbena

Zoo's Best Annuals for Pollinators

Mystic Illusion Dahlia
Blue My Mind® Evolvulus
Luscious® Lemonade Lantana
Luscious® Pina Colada Lantana
Supertunia® Morning Glory Charm Petunia
Rockin'™ Playin' the Blues® Salvia
New Wonder® Scaevola
Superbena® Royale Chambray Verbena
Meteor Shower® Verbena

Ohio State University - Columbus

Consumer Favorite

Superbells® Blue Moon Punch™ Calibrachoa
Superbells® Rising Star™ Calibrachoa
Hippo™ Red Hypoestes
Hippo™ Rose Hypoestes
Luscious® Royale Cosmo Lantana
Supertunia Vista® Silverberry Petunia
Supertunia® Lovie Dovie™ Petunia
Intensia® Blueberry Phlox
Rockin'™ Deep Purple Salvia
Rockin'™ Playin' the Blues® Salvia

Perfect Score All Season

Toucan™ Canna Series
Rockin'™ Playin' the Blues® Salvia

Top Performers

Superbells® Double Orchid Calibrachoa
Superbells® Over Easy™ Calibrachoa
Superbells® Rising Star™ Calibrachoa
Superbells® White Calibrachoa
Karalee® Petite Pink Gaura
Hippo™ Red Hypoestes
Hippo™ Rose Hypoestes
Luscious® Royale Cosmo Lantana
Bright Lights™ Double Moonglow Osteospermum
Supertunia® Lovie Dovie™ Petunia
Rockin'™ Deep Purple Salvia

Top Pollinators

Luscious® Royale Cosmo Lantana

Ohio State University Extension - Springfield

Top Performer

Golden Butterfly™ Argyranthemum
Vanilla Butterfly® Argyranthemum
Superbells® Blue Moon Punch™ Calibrachoa
Superbells® Double Ruby Calibrachoa
Superbells® Over Easy™ Calibrachoa
Superbells® Plum Calibrachoa
Superbells® Rising Star™ Calibrachoa
Superbells® White Calibrachoa
Hippo™ Rose Hypoestes
Bright Lights™ Double Moonglow Osteospermum
Supertunia Vista® Fuchsia Petunia
Supertunia Vista® Silverberry Petunia
Supertunia Vista® Silverberry Petunia
Supertunia® Hot Pink Charm Petunia
Supertunia® Lovie Dovie™ Petunia
Rockin'™ Deep Purple Salvia
Rockin'™ Playin' the Blues® Salvia
Lemon A-Peel® Thunbergia