

Proven Winners® Marketing Campaign - SC



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 SC.**

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

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. **940,000 SC subscribers** will see our ads, including **8,200 in Carolina Gardener**.

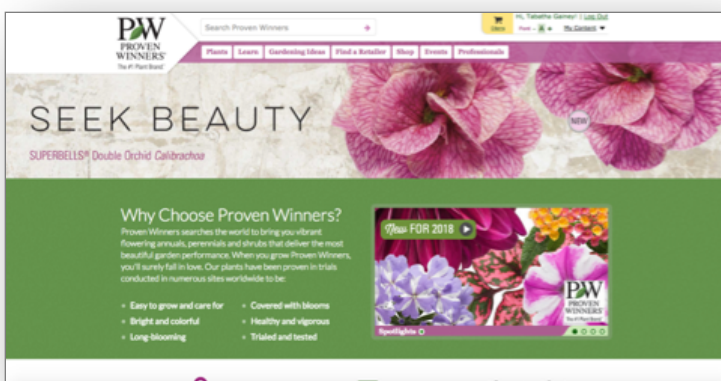
The varieties being promoted include:

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

Website

We anticipate 29,800 website users from the state of SC, with 43,600 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 **4 retailers & 21 employees** will be from SC.

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



Top 10 Most Sought After Plants in SC

1. Angelface® Blue Angelonia
2. Angelface® White Angelonia
3. Invincibelle Wee White® Hydrangea
4. Surefire® Red Begonia
5. Invincibelle Mini Mauvette® Hydrangea
6. Meteor Shower® Verbena
7. Diamond Delight® Euphorbia
8. Blue My Mind® Evolvulus hybrid
9. Lo & Behold® 'Ice Chip' Buddleia
10. Little Lime® 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 SC alone, she's had 117,000 views on YouTube, totaling 608,000 minutes - over 10,000 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.

