

# Proven Winners® Marketing Campaign - TN



## 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](http://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.

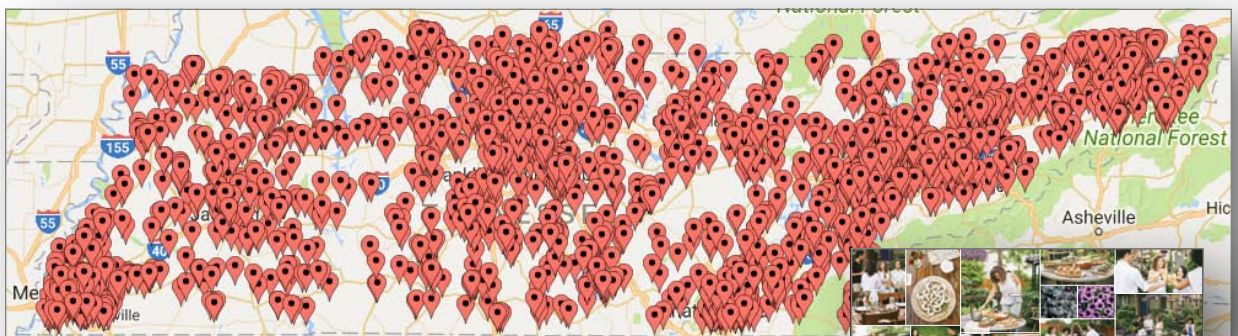


## Gardener's Idea Book Co-op

This Spring, Proven Winners will mail out 400K copies of our popular *Gardener's Idea Books* - **3K+ in TN.**

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](http://www.provenwinners.com/gib-co-op)



THE GARDENER'S IDEA BOOK  
PW  
PROVEN  
WINNERS  
GARDENING



## Magazine Advertising

Proven Winners' print campaign is second to none, generating nearly 47 million impressions. **1.3 million TN subscribers** will see our ads, including **14K in Tennessee Gardener**.

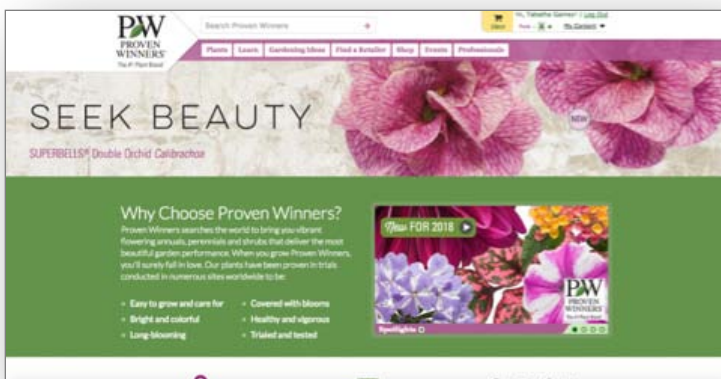
The varieties being promoted include:

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

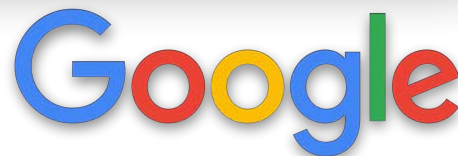
We anticipate 51K website users from the state of TN, with over 19K visits to [provenwinners.com](http://provenwinners.com)



## 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](http://www.provenwinners.com/national-plant) and [www.nationalplantoftheyear.com](http://www.nationalplantoftheyear.com).



**Supertunia® Bordeaux™**  
*Petunia*



**Primo™ 'Black Pearl'**  
*Heuchera*



**Spilled Wine®**  
*Weigela*

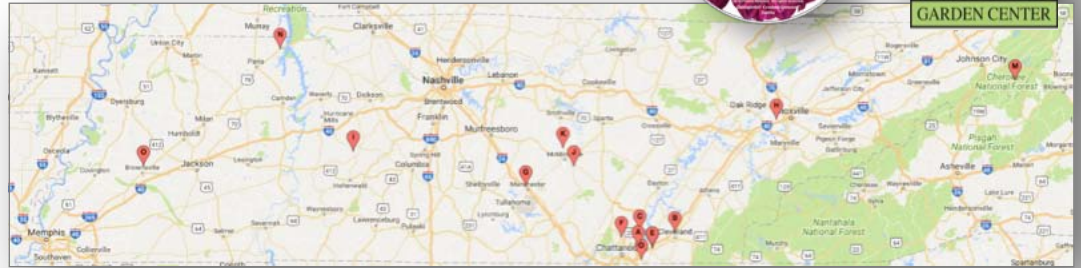
## Certification

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 **15 retailers & 84 employees** will be from TN.

For more on this program, visit [www.provenwinners.com/certification](http://www.provenwinners.com/certification).



## Top 10 Most Sought After Plants in TN

1. Supertunia Vista® Bubblegum® Petunia
2. Butterfly Argyranthemum
3. Supertunia® Latte™ Petunia
4. My Monet® Weigela
5. Pinky Bells® Abelia
6. 'Cat's Meow' Nepeta
7. Sweet Caroline Sweetheart Lime Ipomoea
8. Bloom-A-Thon® White Rhododendron
9. Incrediball® Hydrangea
10. Supertunia® Black Cherry® Petunia



# #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 TN alone, she's had 173,500 views on YouTube, totaling 893,000 minutes - almost 15,000 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



## University of Tennessee - Jackson/Martin

### Top-Performing Varieties

Silver Bullet™ Artemisia  
Golden Butterfly™ Argyranthemum  
Luscious® Citrus Blend™ Lantana

### Best of Show Varieties

Rockin'™ Playin' the Blues® Imp. Salvia  
Luscious® Pinkberry Blend™ Lantana  
Superbells® Plum Imp. Calibrachoa  
Supertunia® Hot Pink Charm Petunia  
ColorBlaze® Dark Star Coleus

### Consumer Favorites

Rockin'™ Deep Purple Salvia  
Luscious® Royal Cosmo Lantana  
Vermillionaire® Cuphea

### Tried and True

Sweet Caroline Series Ipomoea  
Pequeña Rosalita® Cleome  
Señorita Rosalita® Cleome  
Graceful Grasses® King Tut® Cyperus  
Graceful Grasses® Vertigo® Pennisetum  
Supertunia Vista® Bubblegum® Petunia  
Supertunia Vista® Silverberry Petunia  
Hello!™ Series Gerbera

## Award Winners

### University of Tennessee - Knoxville

#### Perfect Scores

Toucan® Canna series  
Hippo™ Rose Hypoestes  
Luscious® Royale Cosmo Lantana  
Supertunia Vista® Fuchsia Imp. Petunia  
Supertunia® Lovie Dovie™ Petunia  
Rockin'™ Playin' the Blues® Imp. Salvia  
A-Peel® Thunbergia series

#### Top Performers

Lady Godiva™ Orange Calendula  
Hippo™ Red Hypoestes  
Dahlightful® Crushed Crimson™ Dahlia  
Bright Lights™ Double Moonglow Argyranthemum  
Supertunia® Bordeaux™ Petunia  
Dahlightful® Tupelo Honey™ Dahlia  
Intensia® White Imp. Phlox  
Superbena® Violet Ice Verbena  
Supertunia Vista® Bubblegum® Petunia