

# Proven Winners® Marketing Campaign - VT



## 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.



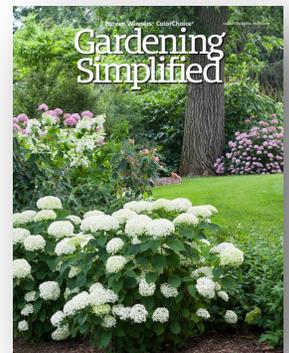
For more information on this program, visit [www.provenwinners.com/pandora](http://www.provenwinners.com/pandora)

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* - **277 in VT.**

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



## Magazine Advertising

Proven Winners' print campaign is second to none, generating nearly 47 million impressions. **80,000 VT subscribers** will see our ads.

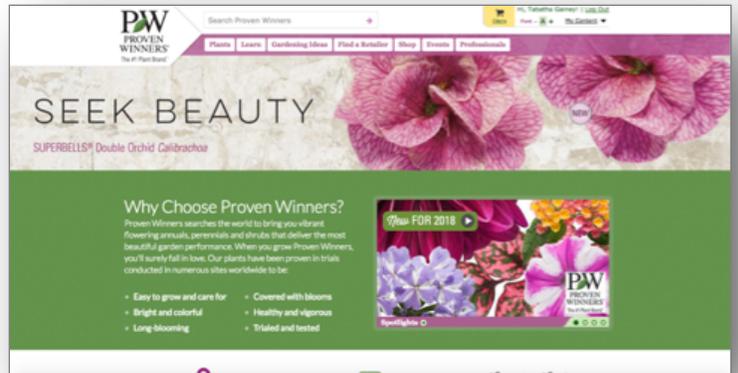
The varieties being promoted include:

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 7,200 website users from the state of VT, with 11,000 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*



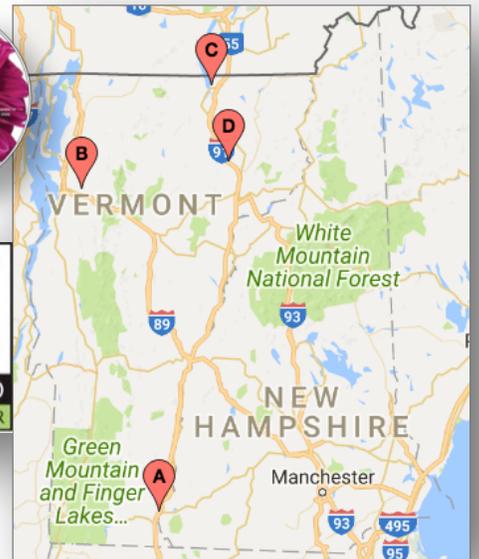
**Spilled Wine®**  
*Weigela*

## 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 **4 retailers & 9 employees** will be from VT.

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



## Top 10 Most Sought After Plants in VT

1. Lemon Coral™ Sedum
2. Arctic Fire® Cornus
3. My Monet® Weigela
4. Supertunia® Limoncello® Petunia
5. Angelface® White Angelonia
6. Luscious® Lemonade Lantana
7. Whirlwind™ Blue Scaevola
8. Superbells® Red Calibrachoa
9. Bloomerang® Dark Purple Syringa
10. Infinitini® Magenta Lagerstroemia



# #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 VT alone, she's had 18,300 views on YouTube, totaling 99,000 minutes - almost 1,600 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](http://www.provenwinners.com/share).

