

Proven Winners® Marketing Campaign - MA

CONNECT+ Program

New for 2020, Proven Winners launched a revolutionary marketing service exclusively for IGC customers that aims to make their lives easier while putting the power of the Proven Winners brand to work for their businesses and allowing them to subscribe at their preferred level, with 1,130 total subscriptions and **44 subscriptions in Massachusetts**.



For more information on this new service, visit www.provenwinners.com/connect.



Certified Training Program

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.

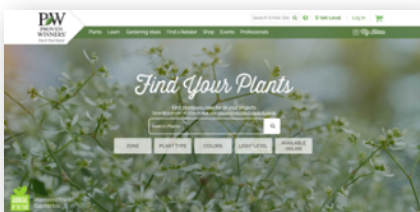
Although COVID-19 greatly impacted IGCs everywhere, we were encouraged that 6,889 employees became certified from over 1,000 retailers in 2020. Of those, **42 retailers & 283 employees** were from Massachusetts.

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

Gardener's Idea Books

Proven Winners distributed **500,000 copies** of our popular *Gardener's Idea Book* in 2020—**6,300 copies in Massachusetts**—and we plan to do the same in 2021. Each year, Proven Winners provides FREE *Gardener's Idea Books* to retailers to mail to their customers if they pay for the postage. Massachusetts retailers mailed an additional **2,600** to their customers.

The sign up deadline is January 1, 2021 for custom prints. Cases of standard *Gardener's Idea Books* will be available beginning February 15, 2021. For more information & options, visit www.provenwinners.com/gib-co-op.



Website

Over **6 million** visitors have explored our websites over the past year, including our main site and two additional websites which focus on key products: nationalplantoftheyear.com and beauty.provenwinners.com, which contains expanded content from the *Gardener's Idea Book*.

Massachusetts visitors accounted for **310,400 visits** to provenwinners.com.

Broadcast & Internet Radio

With a goal to reach broader audiences of gardening enthusiasts, Proven Winners® ColorChoice® has increased media exposure with the largest broadcast and internet radio campaign they have ever planned, generating over **150 million impressions** this year.

Between this campaign and the custom Pandora Internet campaigns available to Enhanced and Elite CONNECT+ U.S. retailers featuring the voice of Laura from Garden Answer, these channels have generated over **9,077,000 impressions in Massachusetts**.

To listen to sample ads and see who has participated, visit www.provenwinners.com/pandora.



Magazine Advertising

While some of our advertising budget has shifted online, we continue to reach new gardeners and maintain our brand image with passionate gardeners in powerhouse titles like *HGTV*, *Better Homes and Gardens*, *Southern Living* and *Magnolia Journal*, with over **12 million impressions** in 2020.

207,000 Massachusetts subscribers will see our ads this year.

Native Shrubs Booklet & Gardening Simplified

New for 2020, *A New Vision for Native Shrubs* details our vision for developing and selecting new North American native shrubs. 1,300 copies of this booklet have been distributed in Massachusetts along with 1,300 copies of *Gardening Simplified*, which has been restyled with the shrubs organized in solution-oriented categories like Plants for Hedges, Shrubs for Containers, Wildlife Gardens, and more. For more information, call 800-633-8859.



E-newsletters

Last year over **313,000 consumers** were subscribed to our monthly gardening tips email newsletter, *Winners Circle®*, which is filled with wonderful information timed for each season in the garden and includes a new plant profile and plant combination recipe each month.

In addition, over **7,200 growers** were subscribed to our professional newsletter, *Grower News*, which provides seasonal growing tips, variety highlights & trial results.

Over **6,000 retailers** were subscribed to our monthly Garden Center Retailer Newsletter which keeps retailers up to date on trends, valuable retail programs, best practices, special sneak previews, article ideas and more.



Garden Answer - #1 Gardening Influencer

Over the last few years, Laura and Aaron from Garden Answer have become key influencers for Proven Winners as they teach a whole new generation how to garden. Over 3.1 million fans follow them on Facebook, and their gardening videos have been viewed over 85 million times on YouTube and Facebook. Proven Winners is partnering with Garden Answer to produce over 100 videos each year which focus exclusively on Proven Winners plants.

In Massachusetts alone, she's had 666,000 views on YouTube, totaling 5.4 MILLION minutes - over 89,000 hours!

Facebook Fans:

- Joanna Gaines - 5,625,572
- **Garden Answer - 3,116,433**
- Martha Stewart - 2,598,016
- Miracle-Gro® - 1,301,348



Proven Winners maintains a robust online presence, but we couldn't do what we do without the vital work of influencers. Consider following some of the other amazing influencers we partner with including **Norman Winter – "The Garden Guy"** @normanwinterthegardenguy, **Staff Sergeant Ambrose and Angie Salazar – Garden Obsessions** @gardenobsessions and @obsesionesdejardin, **Beekman 1802** @beekman1802 and @joshandbrent, and **Jenny Simpson – Creekside Nursery** @creeksidenursery.

IGC CONNECT Facebook Group



In response to COVID-19 and the rapidly changing business environment, our team launched several initiatives to support IGCs. We started by creating the Proven Winners IGC CONNECT Facebook Group—a space where IGCs can share best practices, challenges, and feel good stories from our industry with their peers while we provide free assets and tools for them, including timely social media graphics.

Visit <https://www.facebook.com/groups/679124332846172/> to join the group.

Social Media

This year our social channels collectively drove over **283 million impressions**. In Massachusetts we received 528,000 paid Facebook impressions and 189,000 paid Google impressions, plus many more organic impressions. See below for a breakdown of impressions by social channel for the 2019-20 season.

In addition to the impressions generated from our Facebook page, we're also reaching 45,000 home gardeners in our **Proven Winners Gorgeous Gardens Facebook group** where they share stories and photos of their home gardens. This is a great opportunity to tap into the mind of the consumer and see what plants they're using and which they're trying to find in garden centers.




Facebook
@Proven Winners




youtube.com/user/
provenwinners




Instagram
@provenwinners




Pinterest
pinterest.com/provenwinners

Figures calculated from 7/01/19 - 6/30/20.

Visit <https://www.facebook.com/groups/475994473157693/> to join the Gorgeous Gardens group.

Billboards

In 2020, Proven Winners had 119 billboards in 30 metropolitan markets generating **211 million impressions**. These billboards were in 15 states and 4 provinces. Massachusetts had **2 billboards and 13,158,000 impressions**. We will continue this campaign in 2021 although locations have not been secured.



2020 Massachusetts Billboard Locations

Boston:

I-93 ES 400ft N/O Assembly Square Dr F/S - 1 F/S
W/L I-93 (Southeast Xway) .4m S/L Ex.13 (Freeport St.)

AquaPots Marketing Program

For each pallet of AquaPots purchased by an IGC (when buying at least two), Proven Winners will create a customized Facebook ad with their logo and handle the logistics of running a campaign targeting potential AquaPot customers in their area.



But free customized Facebook campaigns are just the beginning! See below for a full listing of the many marketing benefits included in a purchase of AquaPots.



1. Featured in our Gardener's Idea Book (*500,000 copies produced annually*)
2. Promoted via Laura at Garden Answer
3. Inclusion in Proven Winners, Garden Design, and Jack Barnwell's social media efforts
4. Customized Facebook campaign
5. Free POP/marketing materials (*minimum of 4 pallets*)
6. Retail listing on AquaPots, Garden Design, and Proven Winners' websites (*20+ million unique visitors*)
7. Inclusion in Proven Winners' email campaigns
8. Promotion of our AquaPot of the Year - **Lily Leaf Antique White**



Check inventory & pricing at www.provenwinners.com/catalog/aquapots-proven-winners-pallets.

2021 National Plant of the Year Program

Strong promotional campaigns build strong sales. Key in on these eight exceptional varieties that Proven Winners will be dedicating significant marketing dollars to in order to build excitement and demand for these plants beginning Spring 2021.

For more information on this program, visit [www.provenwinners.com/2021 National Plants](http://www.provenwinners.com/2021_National_Plants) and www.nationalplantoftheyear.com.



**Supertunia®
Mini Vista™
Pink Star**
Petunia



**Heart to Heart™
'White Wonder'**
Caladium



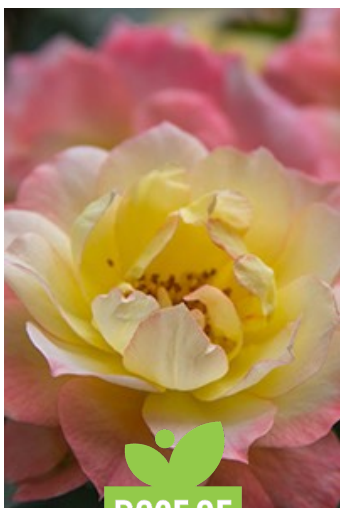
'Cat's Pajamas'
Nepeta



**Shadowland®
'Wheee!'** *Hosta*



Pugster Blue®
Buddleia



**Oso Easy®
Italian Ice®**
Rosa



Tuff Stuff Ah-Ha®
Hydrangea



Kodiak® Orange
Diervilla

2021 National Recipes

Packed with our top-selling, most distinctive varieties, our National Recipes have been proven in trials to work, which means you can be confident they will deliver the signature Proven Winners all-season performance. We'll take care of driving consumer demand while you watch them fly out of inventory.

For more information on this program, visit [www.provenwinners.com/2021 National Plants](http://www.provenwinners.com/2021_National_Plants) and www.nationalplantoftheyear.com.



Beachside Drive

Superbells® Tropical Sunrise *Calibrachoa*

Supertunia® Honey™ *Petunia*

Whirlwind® Pink *Scaevola*

Suggested Thriller:

Graceful Grasses®

'Fireworks' *Pennisetum*



Rockin' Out

Goldilocks Rocks® *Bidens*

Superbells® Holy Smokes!® *Calibrachoa*

Superbena® Whiteout™ *Verbena*

Suggested Thriller:

Stratosphere™ White *Gaura*



Eclipse of the Sun

Rockapulco® Orange *Impatiens*

Sweet Caroline Sweetheart Lime *Ipomoea*

ColorBlaze® Chocolate Drop *Solenostemon*

Suggested Thriller:

ColorBlaze® Wicked Hot™

Solenostemon

Top 10 Proven Winners Annuals Sold in Massachusetts

1. Supertunia® Royal Velvet® Petunia
2. Laguna® Sky Blue Lobelia
3. Supertunia® Bordeaux™ Petunia
4. Supertunia Vista® Bubblegum® Petunia
5. Diamond Frost® Euphorbia
6. Whirlwind® Blue Scaevola
7. Superbells® Lemon Slice® Calibrachoa
8. Superbells® Yellow Chiffon™ Calibrachoa
9. Supertunia® Trailing Blue Veined Petunia
10. Superbells® Yellow Calibrachoa



Top 10 Proven Winners Perennials Sold in Massachusetts

1. 'Cat's Pajamas' Nepeta
2. 'Cat's Meow' Nepeta
3. 'Denim 'n Lace' Perovskia
4. Amazing Daisies® 'Banana Cream' Daisy
5. Amazing Daisies® Daisy May® Daisy
6. Rock 'n Low™ 'Boogie Woogie' Sedum
7. Rainbow Rhythm® 'Going Bananas' Daylily
8. 'Queen of Hearts' Brunnera
9. Primo® 'Peachberry Ice' Heuchera
10. Dolce® 'Wildberry' Heuchera



12 Best Selling Proven Winners ColorChoice® Shrubs

1. Low Scape Mound® *Aronia*
2. Pugster Blue® *Buddleia*
3. Blue Chiffon® *Hibiscus*
4. Incrediball® *Hydrangea*
5. Fire Light® *Hydrangea*
6. Tuff Stuff™ *Hydrangea*
7. Ginger Wine® *Physocarpus*
8. Oso Easy Double Red® *Rosa*
9. Double Play Doozie® *Spiraea*
10. Bloomerang® Dark Purple *Syringa*
11. North Pole® *Thuja*
12. Czechmark Trilogy® *Weigela*



2019 Trial Award Winners

108 Varieties, 868 Awards. Don't just take our word for it. University and public garden trial sites across North America have reported these Proven Winners were top performers in 2019. Learn more about trial results in your region at www.provenwinners.com/learn/plant-trials.



COLORBLAZE® WICKED
WITCH™ *Solenostemon*



SUNCREDIBLE™ Yellow
Helianthus



UNPLUGGED® SO BLUE™
Salvia



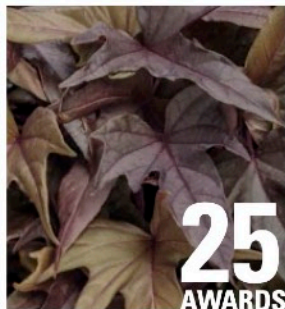
COLORBLAZE® WICKED
HOT™ *Solenostemon*



HEAT IT UP™ Yellow
Gaillardia



SUPERTUNIA® MINI VISTA™
Indigo Improved *Petunia*



Sweet Caroline RED HAWK™
Ipomoea



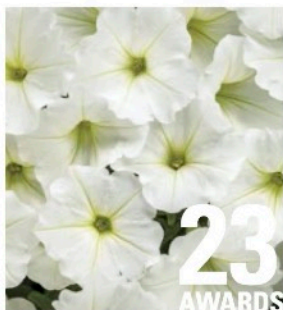
WHIRLWIND® Blue Improved
Scaevola



DIAMOND SNOW™
Euphorbia



LUSCIOUS® GOLDENGATE™
Lantana



SUPERTUNIA VISTA®
SNOWDRIFT™ *Petunia*



ROCKIN'® BLUE SUEDE
SHOES™ *Salvia*



HEAT IT UP™ Scarlet
Gaillardia



SUNSTAR® Red
Pentas



SUNSTAR® Rose
Pentas



SUPERBELLS® HONEYBERRY™
Calibrachoa



SUNSTAR® Lavender
Pentas



SUPERBELLS®
BLACKCURRANT PUNCH™
Calibrachoa



SUPERBENA SPARKLING®
Amethyst Improved *Verbena*



SUPERBELLS®
WATERMELON PUNCH™
Calibrachoa