

Marketing

MARKETING



Reaching Consumers from Every Angle

The Proven Winners marketing team is dedicated to communicating the brand promise to consumers where they spend the most time – online, on social media, at community events, and on their daily commute. Here's how we're working to spread the message.

Print Advertising

Seventeen members of the Garden Centre Group Co-op advertised Lemon Coral® Sedum in the Home & Garden Showplace® magazine in Spring 2019, for a total circulation of 598,500 in Ontario, Manitoba, Alberta and British Columbia. This is a semi-annual publication distributed free to customers in the immediate geographic area of the Garden Centre member.



E-Newsletter

Over 223,000 consumers across the U.S. and Canada have opted in to receive our monthly Winner's Circle e-newsletter and that number is growing every year. This publication includes articles on seasonal topics, highlights key varieties of annuals, perennials and shrubs, and features a Pinterest board, container recipe and video.



Websites

More than 4.4 million visitors have explored our websites over the past year, including our main site and two additional websites which focus on key products: www.nationalplantoftheyear.com and www.beauty.provenwinners.com, which contains expanded content from the *Gardener's Idea Book*.



Canada Blooms Festival

Nearly 175,000 attendees have the opportunity to see new Proven Winners plants and talk with local retail employees from Sheridan Nurseries who help out in the large display booth we maintain at the Canada Blooms Festival each year. Attendees receive our *Gardener's Idea Book* and a handout featuring new varieties and our National Plants of the Year.



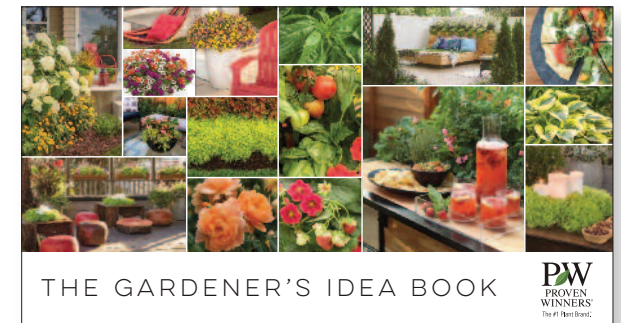
What Marketing are You Doing in MY Area?

More than you and your customers might think! We've put together individualized marketing summaries for Alberta, British Columbia, Manitoba, New Brunswick, Nova Scotia, Ontario, Quebec and Saskatchewan. Find them at www.provenwinners.com/professionals/localmarketing.



Gardener's Idea Book

400,000 copies of our popular *Gardener's Idea Book* are distributed in the U.S. and 16,000 in Canada by request only every year. Be prepared for the coming demand by stocking up on the plants we'll be featuring. Find the plant list this fall at www.provenwinners.com/retailer-gardeners-idea-book-co-op.



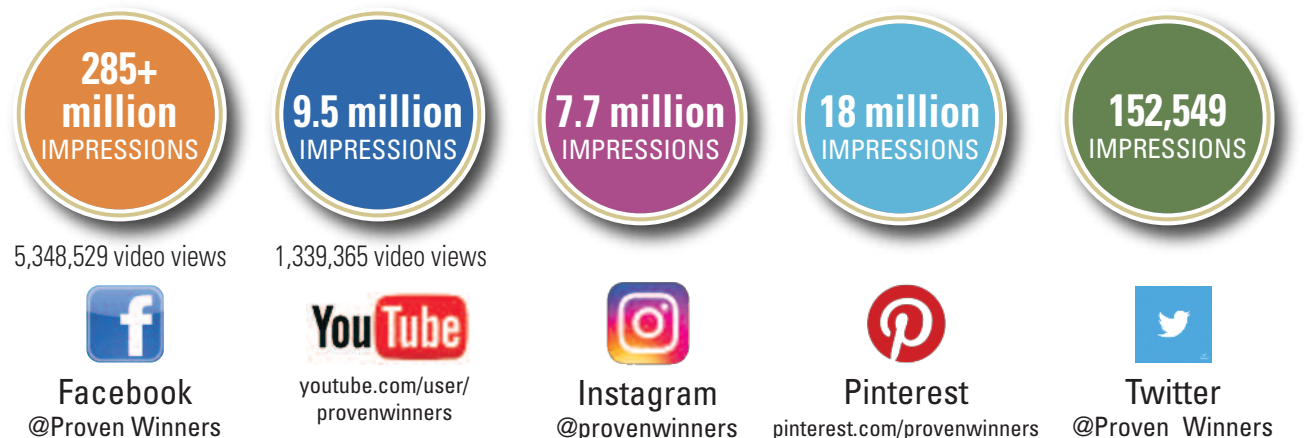
Expanded Content on beauty.provenwinners.com

Moving well beyond words and pictures on paper, we bring the concepts from the *Gardener's Idea Book* to life online at www.beauty.provenwinners.com, on specially created Pinterest boards, in videos and feature articles. We welcome you to share our #1 resource by linking to and sharing the *Gardener's Idea Book* content on your own website and social media channels.



Social Media Marketing

Consumers have come to expect us to engage with them across social media channels, and we truly enjoy providing inspiration and knowledge every day of the year. Here are the online communities where we are reaching millions of connected consumers.



Figures calculated from 4/2/18 – 3/31/19.

Canadian Billboard Campaign

Featuring the National Plants of the Year

16 Cities – 37 Million Impressions

April 15 – June 9*

British Columbia Campaign Total

Abbotsford	1,112,832
Kamloops	768,068
Surrey	2,217,152
Vancouver	864,864
Pitt Meadows	1,071,504
Vancouver	710,276
Surrey	848,736
Surrey	684,460
Vancouver	200,312
Surrey	520,128
Kamloops	583,632
Victoria	776,888
Victoria	146,804
Boarder Crossing	177,408
Surrey	1,016,876
Abbotsford	1,001,980
Chilliwack	954,212
Kelowna	569,520
Kelowna	<u>916,552</u>
Total	15,142,204

Alberta Campaign Total

Calgary	1,247,568
Edmonton	538,776
Edmonton	1,394,008
Calgary	<u>1,124,200</u>
Total	4,304,552

Ontario Campaign Total

Scarborough	596,820
Toronto	885,108
Newmarket	588,700
Etobicoke	5,132,204
Etobicoke	<u>4,599,588</u>
Total	11,802,420

Quebec/Montreal Campaign Total

Quebec	488,488
Quebec	3,071,068
Quebec	1,001,000
Quebec	<u>760,760</u>
Total	5,321,316



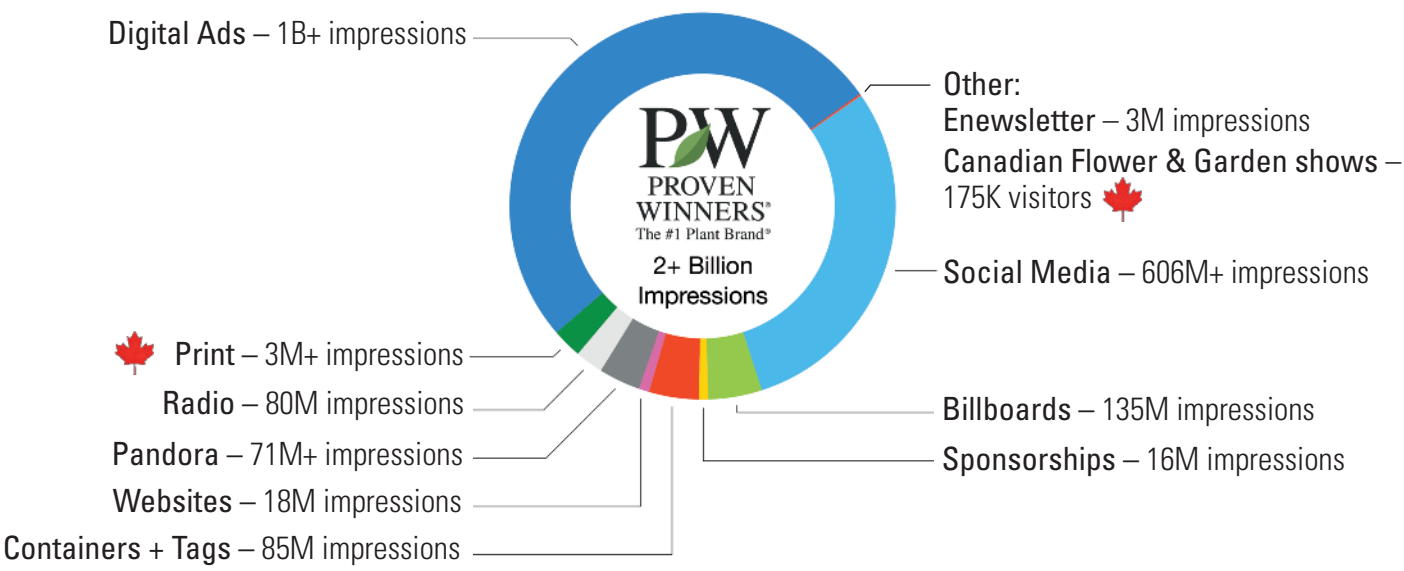
* Campaign dates vary based on location.

Proven Winners Delivers 2 Billion Impressions

Every single day, we're reaching out to consumers to communicate our brand promise and build the exposure that is so critical in our customers' success. Our broad reaching marketing campaign delivered over 2,000,000,000 impressions last year by harnessing the power of all the efforts you see below.

These impressions serve as reminders and motivation for consumers who have never been exposed to the brand in addition to the loyal following we've worked to build. Though the campaign runs all year, it is most heavily weighted during peak selling seasons to help move product when store traffic is high.

Reaching Consumers from Every Angle



Digital Ads – Google advertising is a powerful tool for large scale reach out to the masses. Over one billion impressions were made last year through Google Display Retargeting. We strategically placed ads as consumers browsed Google or its partner websites, creating well-timed placements throughout the buying season.

Print – Print advertisements in U.S. and Canadian gardening and lifestyle magazines run from early spring to fall. In addition, 400,000 copies of our popular *Gardener's Idea Book* and 120,000 copies of *Gardening Simplified* are distributed by request each year.

Radio – Broadcast radio ads featuring Proven Winners ColorChoice shrubs run from Mother's Day to mid-June, targeting 80 million listeners.

Pandora – Pandora internet radio ad campaigns run from May through mid-July targeting 85% female and 15% male listeners, ages 35-64.

Websites – 18 million impressions were made in 2018 on provenwinners.com, nationalplantoftheyear.com and beauty.provenwinners.com.

Containers + Tags – Consumers seek out our signature white branded container to know they are buying authentic Proven Winners annuals, perennials and shrubs at retail.

Social Media – We're engaging with consumers every day in the dynamic online communities we've built on social channels including Facebook, Instagram, Twitter, Pinterest and YouTube. In addition, spokeswoman Laura of @Garden Answer does a phenomenal job of highlighting our products while reaching her millions of fans daily.

Billboards – 61 U.S. and 33 Canadian billboard messages are displayed each spring along North America's busiest roadways remind consumers that it's time to shop for Proven Winners.

Sponsorships – Our GardenSmart PBS sponsorship reaches 92% of the U.S., hitting 96% of the top 25 markets with ads aired on 424 stations. That adds up to 2 million viewers per month, 81% of which are homeowners.

Building Sales with Branded Containers

Consumers are looking for the white Proven Winners container. To make it easier for them to find and easier for retailers to take advantage of the power of branding, we recommend that growers order and use Proven Winners containers.

Some of our plants automatically come with our branded containers, as you can see below.

Plants That Come with Containers

The Proven Package, which includes a variety specific container and label, comes automatically for Amazel Basil™.

A standard Proven Winners white branded container and label comes automatically for all other varieties in the Proven Harvest™ Collection including:

- FIRE AWAY™ Hot and Heavy *Capsicum annuum*
- BERRIED TREASURE™ Red *Fragaria ananassa*
- 'Garden Gem' *Lycopersicon esculentum*
- 'Garden Treasure' *Lycopersicon esculentum*
- GOODHEARTED™ *Lycopersicon esculentum*

All Proven Winners Perennials automatically ship with the recommended size of branded containers and labels.



Proven Winners® Containers



All containers shown are available in either injection molded or co-ex forms.

Early Ordering Opportunities:

Please call Sobkowich or Nordic about early ordering and discount opportunities.

What's in your container?

This container holds 1/2 billion impressions

Let them work for you! For over 25 years, Proven Winners® has invested in research and consumer marketing to capture home gardeners' attention and create strong demand. Consumers get the message and instantly recognize the iconic white Proven Winners container. They look for it because they know it holds plants with outstanding beauty and proven garden performance.

Are you growing in it?

Plant Proven Winners. PW PROVEN WINNERS

33 Canadian Billboards – 37 million impressions

Garden Answer YouTube and Facebook – Over 1/2 billion views

Website – 11.6+ million page views
13% Canadian views

Gardener's Idea Book – 400,000 requests
16,000 sent to Canadians

Social Media – 303,000+ followers

Print ad campaign – Circulation – 598,500

How We Support Our Independent Retailers



Become a Certified Retailer

Join 1,200 of other garden centres and 9,000 of employees who took advantage of our FREE staff training program and became Certified Retailers in 2019. 99% of Certified IGC employees say they would recommend our training program to a co-worker. Learn everything you need to know about Proven Winners plants to have a successful season next year with our online training program which runs Feb 1 through May 1 at www.provenwinners.com/training.

Certified Retailers Gain Visibility Online

It's more important than ever before to become a Certified Proven Winners Retailer, as our online Retailer Locator now ONLY maintains active listings for Certified Retailers. We need to send consumers to retailers who have dedicated their efforts towards training their staff on Proven Winners plants. Retailers will need to maintain their Certified status each year to keep their free listing active. Uncertified retailers will be listed as "unverified locations" until they complete Certification.



130 Certified Garden Centres in Canada

Birch Meadow Greenhouses – Athabasca AB
 Bloomin' Acres Greenhouses – Brooks AB
 BMR Greenhouses & Water Gardens – Leduc County AB
 Coal Trail Greenhouses – Red Deer County AB
 Country Blooms Garden Centre – Lethbridge County AB
 Creekside Home and Garden – Spruce Grove AB
 Estate Gardens – Sherwood Park AB
 Floral Garden Creations – Bentley AB
 Green Acres Greenhouse – Leslieville AB
 Green Valley Gardens – Camrose AB
 Greengate Garden Centres Ltd. – Calgary AB
 Hilltop Greenhouses – Delburne AB
 Hilltop Greenhouses – Monarch AB
 Kneehill Creek Trees – Drumheller AB
 Local Nursery & Garden Center – Spruce Grove AB
 Mar-Wes Holdings Ltd. – Edson AB
 On Earth Gardens & Design – Lousana AB
 Parkland Nurseries & Garden Center Ltd. – Red Deer AB
 Sunnyside Nursery/Taber – Taber AB
 The Big Greenhouse – Spruce Grove AB
 Art Knapp/Kamloops – Kamloops BC
 Bloomers – Maple Ridge BC
 Cedar Rim Nursery – Langley BC
 Deluxe Landscaping Ltd. – Sechelt BC
 High Mountain Farm – Salmon Arm BC
 Honeysuckle Garden Centre – Burns Lake BC
 Hunters Garden Centre/Broadway – Vancouver BC
 Hunters Garden Centre/Surrey – Surrey BC
 Lillooet TimberMart – Lillooet BC
 Mother Nature – Powell River BC
 Purity Feed Company – Kamloops BC
 Sandhu Greenhouses & Nursery – Osoyoos BC
 Swan Lake Nurseryland – Vernon BC
 Top Crop Garden Farm & Pet – Cranbrook BC
 Top Crop Too – Kimberley BC
 Westbank Nursery Ltd. (Dogwood Nursery) – Westbank BC
 Windsor Greenhouse Ltd – Abbotsford BC
 Fryfogel Flowers – Dugald MB
 Glenlea Greenhouses – Ste Agathe MB
 Jakocy Lane – Roland MB
 Petal Place – St Andrews MB
 Plainview Greenhouses – Beausejour MB
 Red Valley Plant Market – Winnipeg MB
 Secord Crowe Greenhouse – Dauphin MB

Shelmerdine Garden Center Ltd. – Headingley MB
 The Green Spot – Brandon MB
 Dooryard Greenhouse – Florenceville-Bristol NB
 Shades of Green Ltd. – Saint John NB
 Lester's Farm Market – St. John's NL
 The Greenhouse and Garden Store – Little Rapids NL
 Duykers Greenhouses – Antigonish NS
 Horlings Plants – Wallbrook NS
 Spencer's Garden Center – Shelburne NS
 A&M Garden Centre – London ON
 Azilda Greenhouses – Azilda ON
 Backyard By Design Garden Centre – Ingersoll ON
 Baltimore Valley Garden Centre – Baltimore ON
 Black Forest Garden Centre – King City ON
 Canadian Tire #313 – Calgary AB
 Canadian Tire #103 Stratford – Stratford ON
 Canadian Tire Corporation #182 – Toronto ON
 Canadian Tire Sheppard Ave. E. #192 – Toronto ON
 Cindy's Home and Garden – Kingsville ON
 Country Lane Greenhouse – Wyoming ON
 Coville's Greenhouses – Prescott ON
 Cut & Dried Flower Farm – Glencairn ON
 DeGroot's Nurseries – Sarnia ON
 Farmgate Gardens – Foxboro ON
 Ferragine Greenhouses – Bradford ON
 Gemmell's Garden Centre – Brockville ON
 Gemmell's Garden Centre – Smiths Falls ON
 Grobe's Nursery & Garden Centre – Breslau ON
 Holland Park Garden Gallery – Dundas ON
 Horlings Garden Centre – Selwyn ON
 Hutchinson Farm – Burlington ON
 Kentwood Gardens – Dresden ON
 Make It Green Garden Centre – Stittsville ON
 New North Greenhouses – Sault Ste Marie ON
 Plant Paradise Country Gardens – Caledon ON
 Pratt's Lawn Care & Landscapes – Bala ON
 Sheridan Nurseries/Kitchener Garden Centre – Kitchener ON
 Sheridan Nurseries/Toronto Garden Centre – Toronto ON
 Sheridan Nurseries/Unionville Garden Centre – Markham ON
 Sheridan Nurseries/Mississauga Garden Centre – Mississauga ON
 Sheridan Nurseries/Scarborough – Scarborough ON
 Sheridan Nurseries/Whitby Garden Centre – Whitby ON
 Sheridan Nurseries/Georgetown Garden Centre – Georgetown ON
 Sheridan Nurseries/Etobicoke/East Mississauga Garden Centre – Mississauga ON

Springbank Greenhouses – Mississauga ON
 Steckle's Produce & Flowers – Harriston ON
 Sun Harvest Greenhouses – Glenburnie ON
 The Country Basket Garden Centre and Flower Boutique – Niagara Falls ON
 Tom's Eldon Landscaping Limited – Stratford ON
 Van Dongen's Tree Farm – Hornby ON
 Viking Nursery Ltd – Gores Landing ON
 Whitehouse Perennials – Almonte ON
 Les Vivaces de La Vallée – Gracefield QC
 Pepiniere Lapointe Inc. – Mascouche QC
 Boser's Greenhouse – St. Walburg SK
 Dutch Growers Garden Centre/Regina – Regina SK
 Floral Acres Greenhouses & Garden Centre – Saskatoon SK
 Peggy D's Garden Centre – Rosetown SK
 Shamrock Greenhouse & Nursery – Foam Lake SK
 Wickham Nurseryland – Lloydminster SK
 Christie's Gardens and Greenhouses – High Prairie AB
 Wheatland Trees Ltd. – Strathmore AB
 Art's Nursery Ltd. – Surrey BC
 Grow & Gather (Trice Farms Ltd.) – Maple Ridge BC
 Hunnifords Gardens – Prince George BC
 Minter Country Garden Ltd. – Chilliwack BC
 Morris Flowers – Creston BC
 Nicholas Alexander Home & Garden – Vernon BC
 Purity Feed Farm and Garden Centre – Merritt BC
 Vandula Farms – Delta BC
 The Garden Spot – Swan River MB
 Warkentin's Prairie Grove Greenhouse – Domain MB
 Bala Garden Centre – Bala ON
 Cottage Gardens – Norwich ON
 Ego's Nurseries Ltd – Oro-Medonte ON
 Folmer Landscaping, Garden Centre and Gift Shop – Walkerton ON
 Landale Gardens – Thunder Bay ON
 Loewen Greenhouse – Stratton ON
 Peanut Centre Nursery – Leamington ON
 Port Carling Garden Centre – Port Carling ON
 Season 2 Season Garden Market – Baysville ON
 St. Jacobs Country Gardens Inc. – Elmira ON
 Stacey's Flower Centre – Mountain Grove ON
 Terra Greenhouses – Waterdown ON
 Terra Greenhouses Milton – Milton ON
 Obsession Greenhouses – St. Louis SK

Expanded Training Available

Join the Proven Winners University and take advantage of a valuable benefit created exclusively for our Certified Retailers. Going beyond the topics covered in our Certified Training program, we've created a series of additional training videos on topics like container gardening, pollinators, garden pests, tips for consumer success, regional advice, sales and marketing tips.

These 2-5 minute, informative videos can be used in weekly staff meetings, assigned to employees to complete on their own, or shown on a kiosk in your store.



"The knowledge we gleaned from this course was invaluable as we found ourselves using it daily in our conversations with our customers while promoting the benefits of planting Proven Winners products. Thank you for the knowledge and the pizza!"


 Mother Nature Garden Home & Pet
Powell River, BC

Proven Signage Solutions

Order ready-to-go signage at provenwinners.com/signage. Or get started on your customized POP for spring by contacting Tabatha at tabatha@provenwinners.com or 1-601-527-5213.

Ready-to-Go

Popular pre-printed signage including posters, banners, benchcards and more is the fastest way to sign your store before opening day. Don't miss our newly redesigned benchcards, square posters and recipe signage this year.

 We also have many POP items in French.



Semi-Customized

Add your business' logo to our standard signage for an easy branded solution for all your POP needs. We'll ship it within a week of final proof approval. Use your new customized signage to create a Proven Winners destination within your store or order select pieces for special displays.



Fully Customized

Let's work together to create signage that matches your store's style. You'll choose imagery that reflects popular plants in your region, add your logo and custom message. We'll take care of everything else so you'll be ready to sign your store in your own signature style.



Garden Answer Inspires Millions



Laura of @GardenAnswer
www.gardenanswer.com

Social media influencers Laura and Aaron from Garden Answer are unparalleled brand ambassadors for Proven Winners. Devoted followers from around the world are learning how to garden through the 100+ videos Garden Answer is producing for Proven Winners annually. Their videos have been viewed over a half billion times on Facebook and 70 million times on YouTube. Their Facebook fan base of 2.6 million and Instagram follower list of 179,000 continue to grow.

Keys to Laura's Success

- She's a relatable, real world figure who knows her stuff. She's not afraid to show her successes and failures.
- People trust her recommendations. **92% of consumers are more likely to trust their peers over advertising** when it comes to purchase decisions.
- People want to be like her. Retailers have told us their customers come in looking for the products Laura has used in her videos. **84% of consumers will take action based on the reviews and recommendations of trusted sources.**



Garden Answer Videos

Garden Answer creates exclusive video content for Proven Winners which our customers are encouraged to share on their own social channels and websites. Keep up to date with their video content by visiting www.provenwinners.com/Professionals_Garden_Answer where we post a list of their current projects and possible plants featured. Interested parties can sign up to receive an email notification whenever this page is updated. Instructions on how to embed their videos onto your page from YouTube is also included on this page.

Laura Promotes the Annual of the Year™

When Laura talks, people listen! There's no better brand ambassador to promote key plants like our National Plants of the Year than Garden Answer. In videos commissioned by Proven Winners, she will help to build awareness and excitement for the 2020 Annual of the Year, the Diamond Collection of Euphorbia.

Garden Answer will be pivotal part of our comprehensive marketing campaign centered around the Annual of the Year. Look for additional promotions at the Canada Blooms Festival, online, in print and at www.nationalplantoftheyear.com.



DIAMOND COLLECTION
Euphorbia –
DIAMOND FROST® Euphorbia
DIAMOND MOUNTAIN® Euphorbia
DIAMOND SNOW™ Euphorbia



Inspiring Content You Can Share

Professional quality, eye-catching social media graphics are available for your business to download and share. Select from images pre-sized for Facebook, Twitter, Instagram or Pinterest, or get creative and make your own using our free image library. Here are a few examples of retailers who have shared our free content. A wealth of FREE imagery is available for our customers' use at www.provenwinners.com/share.



Stay Informed – Sign Up Today

Don't miss our newsletters for growers and retailers.

Do you receive our monthly newsletters? Sign up today at www.provenwinners.com/professionals/newsletters.

Our **Grower Newsletter** includes videos on plant varieties and culture information, combination ideas, growing tips for a variety of greenhouse settings, trial garden updates, and event information.

Our **Retailer Newsletter** includes ideas from retailer settings across the U.S. and Canada, the latest in social media with links to ready to use graphics, new plant information, our popular Smart Shrub blog, and updates on our promotional efforts.

Grower Newsletter

Retailer Newsletter