

Canadian Marketing



Reaching Out to Canadian Consumers

When you partner with Proven Winners, you receive far more than quality plants. No other brand in the industry implements such a comprehensive marketing plan to reach consumers from every angle, building brand awareness and demand through every touchpoint. Here are some of the strategies we implement daily to reach out to Canadian consumers.

Year of the Garden
Année du jardin

2022

Canada's Year of
the Garden 2022

\$250M Canadian dollars
pledged support



Gardener's Idea Book

50,000 copies distributed
in Canada

PW
PROVEN
WINNERS
The Brand Gardeners Trust

CONNECT+

Exclusive Marketing Solutions for IGCs

**Connect+ Marketing
Subscription Service**

165 Canadian retailers subscribed



Inspirational Websites

10M+ annual visitors
across 4 websites



Billboard Advertising

76M+ billboard impressions from
British Columbia to Quebec

CANADIAN
MARKETING
STRATEGY



Digital Advertising

75M impressions in
Canada in 2022



Social Media

74K Canadian followers across
Facebook, Instagram and YouTube



National Plants of the Year

Extensive promotion across all
marketing channels and at
nationalplantoftheyear.com



Sponsored Influencers

155K Canadians inspired daily by
@gardeningwithcreekside,
@normanwinterthegardenguy
and @gardenanswer

Gardener's Idea Book

Our highly anticipated *Gardener's Idea Book* is a favorite resource of consumers looking for new ways to plant container recipes and spruce up their garden beds. We produce this 40-page inspirational guide in three languages – English, French and Spanish – in horizontal and vertical formats for both print and web use. A total of 490,000 copies have been distributed in 2022 including 50,000 across Canada.



Connect+ Marketing Subscription Service

Available exclusively for our IGC customers, Connect+ aims to make retailers' lives easier by putting the power of the Proven Winners brand to work for their business. IGCs can subscribe to our Proven Winners CONNECT+ service at the level that best fits their needs, from our free plan to paid tiers, and the benefits will start to roll in. Our dedicated Connect+ team is available to walk retailers through the service and ensure they maximize their subscription benefits. In 2022, 165 Canadian retailers took advantage of our Connect+ services including 15 paid subscribers listed below. Find Certified Connect+ garden centers in your area at www.provenwinners.com/professionals.

Canadian Connect+ Paid Subscribers

Art Knapp – Kamloops, BC
Botanix – Troi-Rivières, QC
Urban Roots Garden Market – Vancouver, BC
Holland Park Garden Gallery – Dondas, ON
Cedar Rim Nursery – Langley, BC
King's Flower and Garden – Simcoe, ON
Canadian Tire – Stratford, ON
Creekside Home and Garden – Spruce Grove, AB
Ego's Nurseries Ltd. – Oro-Medonte, ON
Minter Country Garden Ltd. – Chilliwack, BC
Morris Flowers – Creston, BC
Riverside Greenhouses – Heathcote, ON
Springbank Greenhouses – Mississauga, ON
Sunnyside Nursery – Taber, AB
Windsor Greenhouse Ltd. – Abbotsford, BC

In lieu of taking advantage of their free pizza party reward, all Proven Winners Certified Garden Centers have the option of donating those funds to help stamp out hunger in the U.S. and Canada. As a result of those retailers' generosity, Proven Winners is on track to donate **\$15,000 to Food Banks Canada and to Feeding America in 2022** on their behalf.

Digital Advertising

Proven Winners has created ads that resonate with our online audience in Canada. Our goal is to create subtle but effective ads to help you generate more business for your garden center and support the brand using OTT, Google Display and Retargeting, Facebook, Instagram, and Pinterest ads.

Social Media

Every day of the year, the Proven Winners social media team is reaching out and communicating with consumers through Facebook, Instagram, YouTube and other channels. We have built the largest following of any plant brand across North America and encourage you to join us and share our content with your audience.



Facebook page
589,000 followers



Facebook group
83,000 members



Instagram
194,000 followers



YouTube
109,000 followers

Sponsored Influencers

Trusted influencers support our social media efforts by posting their own created content using Proven Winners plants and products. We work with a number of influencers across North America including the three you see pictured (opposite): Jenny Simpson @gardeningwithcreekside of North Carolina, Norman Winter @normanwinterthegardenguy of West Georgia and Laura LeBoutillier @gardenanswer of Eastern Oregon. Together, they extend the Proven Winners message into Canada with their reach to 155,000 Canadian followers.



Inspirational Websites and Newsletters

One important goal we passionately pursue is inspiring and educating new and experienced gardeners. Our efforts to reach people who are growing their own food for the first time or picking out plants for their first home are reflected on our inspirational websites: beauty.provenwinners.com, nationalplantoftheyear.com and provenwinners.com. Additionally, our partners at GardenDesign.com draw in an additional 1M visitors from Canada each year. Lastly, our Winners Circle® consumer newsletter reaches 25,000 Canadian consumers who have opted in to receive this monthly content.

NEW FOR 2023 –

100% Branded Packaging for all Proven Winners

Just as our Complete Package program debuted in the U.S. for the 2022 season, it is now rolling out across Canada for 2023. All Proven Winners annuals will be sold in our signature white branded container, joining all of our other plant lines for which branded containers are already being utilized. Customers selling our annuals in hanging baskets and upright patio-ready recipes may continue to use our Recipe Specific Container Garden tag.

Contact your preferred propagator for complete details on our Complete Package program.

Annuals Join the Complete Package Program



Proven Winners
ColorChoice® Shrubs

100%

sold in complete
package



Proven Winners
Perennials

100%

sold in complete
package



Proven Harvest
Veggies and Herbs

100%

sold in complete
package



Heart to Heart
Caladiums

100%

sold in complete
package



Proven Winners
Annuals

100%

now to be sold
in complete
package

Retailers supporting the Complete Package program can register for a free 6-week Facebook campaign during the spring 2023 season within a 20km radius of their location. Choose the FREE Getting Started level of our Connect+ program.

 Sign Up for your **FREE** 4-week Facebook campaign

Try Us On for Size

Request your **FREE** box of Proven Winners branded containers and trays!

We want to send you a free sample box of our different styles of branded containers so you can try them out on your racks, carts, benches and pot fillers. We're here to help you work through any issues that may arise as you transition over to 100% Proven Winners branded packaging containers or container garden tags for all Proven Winners annuals.

Contact Nordic Nurseries or Ed Sobkowich Greenhouses to request your free samples.



Canadian Billboard Campaign

18 Cities – Over 76 Million Impressions

April 12 – July 4*

Each season Proven Winners expands our marketing efforts. The Spring 2022 season saw notable increases for our outdoor advertising campaigns with 17 new billboards in 7 new cities for a total of 59.



Alberta – 7,249,116 impressions

Calgary
Edmonton

British Columbia – 33,481,602 impressions

Abbotsford
Chilliwack
Kamloops
Kelowna
Prince George
Vancouver
Victoria

Manitoba – 4,486,482 impressions

Winnipeg

New Brunswick – 813,750 impressions

Moncton

Nova Scotia – 3,153,150 impressions

Halifax

Ontario – 15,467,060 impressions

Hamilton
London
Toronto

Skatchewan – 3,599,106 impressions

Saskatoon

Quebec – 8,252,244 impressions

Montreal
Quebec

* Campaign dates vary based on location

Support for Canada's Year of the Garden

The rich history of Canada's verdant gardens is evident in the rooted passions of gardeners from Vancouver to Quebec City. Proven Winners shares Canada's passion for growing vibrant, flourishing landscapes, and we are grateful for our Canadian grower partners for providing the flowers and plants needed to do so.

Proven Winners is proud to be a founding sponsor of Canada's Year of the Garden, a valuable initiative to support the culture, craft and business of gardening across Canada. We've pledged a value of \$250,000 Canadian dollars to support these efforts as well as ongoing consumer gardening initiatives to Live the Garden Life. Here are a few examples of how we are building awareness of the campaign.



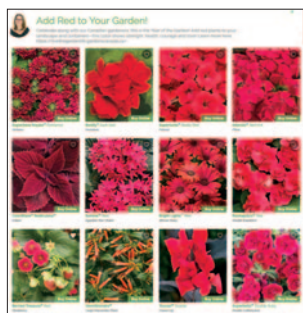
Social Media Graphics

Share our Year of the Garden graphic featuring red flowers to show Canadian pride.



Billboard Advertising

Every Proven Winners billboard running in 2022 includes the Year of the Garden logo, delivering over 76 million impressions.



Idea Board

Our Add Red to Your Garden! Idea Board inspires Canadians to #plantred with red flowering and foliage plants that will thrive in the Canadian climate.



Gardener's Idea Book

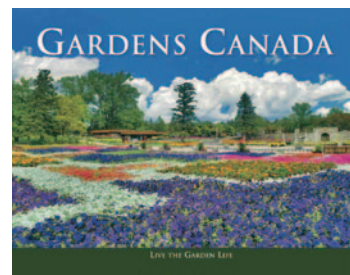
20,000 copies of the horizontal version of our *Gardener's Idea Book* featuring the Year of the Garden on the customized back cover have been mailed to Canadian consumers this year.

Digital Advertising

Our shrub partner, Proven Winners ColorChoice, is supporting the Year of the Garden website with digital advertising.

Live the Garden Life Book from Gardens Canada

Gardens Canada is releasing *Live the Garden Life*, a beautiful 160 page coffee table book which highlights some of Canada's most popular and admired gardens. 5,000 copies, including 800 in French, are available for retailers, boutiques, hort societies and other interested garden organizations to purchase at a cost of \$24.00 each and sell for a retail price of \$39.95. A portion of all proceeds will help support the Year of the Garden. Proven Winners is a proud sponsor of this inspirational book. Learn more at livedthegardenlife.gardenscanada.ca/merchandise.



Canada's Garden Route

Canadians are encouraged to get out and explore Canada's beautiful public gardens, destination retailers and gardening experiences using Canada's Garden Route as a guide. The route includes a comprehensive listing of: Featured Public Gardens and Garden Festivals, Parks Canada Gardens, Canada's Garden Road Trips, Garden Networks and Trails, Indigenous Gardens, Destination Garden Communities and Destination Garden Centres. Find the interactive map at livedthegardenlife.gardenscanada.ca/garden-route-map.



Influencers Spread the Word Across Canada

Meet three passionate Canadian plantspeople who are reaching out to their Canadian followers every day to help build brand awareness and inspire people to garden with Proven Winners.



Samantha Ulasz @margaretvalleylandscaping

Samantha is a new friend to Proven Winners, but she already has an established fan club in British Columbia. After learning the trade at Bylands Nurseries, Samantha founded Margaret Valley Landscaping which has been awarded Best Landscaper of Kelowna for the past two years. She and her team use Proven Winners annuals, perennials and shrubs extensively in their landscape designs and feature them often on their Facebook and Instagram pages. Watch for new Proven Winners content coming at @margaretvalleylandscaping.



Sharon Wallish Murphy @gardeningwithsharon

As a former greenhouse operator, Sharon is very familiar with Proven Winners' quality, mission and commitment to our customers. Through her current endeavor as the host of the *Gardening with Sharon* weekly radio show, which is broadcast throughout Alberta on City News 680, she will be helping us spread our brand message. Proven Winners is proud to sponsor Sharon's show from February through June. We also support her work on social media and her blog, www.gardeningwithsharon.com, which receives approximately 50,000 page views per year.



Paul Zammit, Professor of Sustainable Horticulture at Niagara College

No doubt a familiar name to many Canadians, Paul Zammit is a longtime friend of Proven Winners and a keynote speaker for our 2022 Grand Garden Show. 800 participants will have the pleasure of hearing Paul at our 4-day, sold out consumer event held on Mackinac Island, Michigan. Learn more at grandgardenshow.com.

Paul is a passionate and energetic gardener who has worked for over 30 years in the industry. His background in IGC and botanical garden management makes him one of the most knowledgeable and sought after public speakers in Canada and around the world. His voice is heard weekly as the plant sciences expert on CBC Radio's Garden Talk show. Paul has received numerous awards including the Garden Communicator of the Year award from Landscape Ontario.

Currently, Paul is working to train the next generation of green industry professionals in his role as a Professor of Sustainable Horticulture for Niagara College. Proven Winners provides many plants for Paul's courses, and we are excited to hear his students' feedback on our new Eco+ Grande compostable containers which they are experimenting with this season.

2023 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 build excitement and demand for beginning Spring 2023.

Learn more at www.nationalplantoftheyear.com.



ANNUAL
OF THE YEAR

TRUFFULA™ Pink
Gomphrena



CALADIUM
OF THE YEAR

HEART TO HEART®
'Scarlet Flame'
Caladium



PERENNIAL
OF THE YEAR

DOLCE® 'Wildberry'
Heuchera



HOSTA
OF THE YEAR

SHADOWLAND®
'Empress Wu' *Hosta*



FLOWERING
SHRUB
OF THE YEAR

LET'S DANCE CAN DO!®
Hydrangea macrophylla
x serrata



ROSE OF
THE YEAR

RINGO ALL-STAR™
Rosa



HYDRANGEA
OF THE YEAR

LIMELIGHT PRIME®
Hydrangea paniculata



LANDSCAPE
SHRUB OF
THE YEAR

PURPLE PILLAR®
Hibiscus