

6

# EASY STEPS TO A PROVEN WINNERS® COLORCHOICE® DESTINATION



# GET GROWING



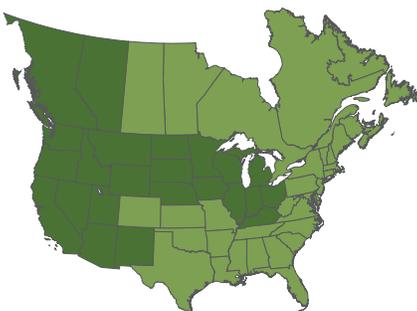
Dear colleague,

If there's one common theme between the floral and financial sides of our business, it's that growth drives success. When it comes to profits, though, you rarely achieve growth by doing the same thing you've always done, season after season. You grow more profitably by trying something different; by finding ways to attract new customers and new ways to delight loyal ones; by increasing the amount of time shoppers spend in the store and creating a unique and pleasant experience. A Proven Winners® ColorChoice® destination in your garden center accomplishes all of these things, with minimal investment in time, effort, or money.

A Proven Winners® ColorChoice® destination is a new way of merchandising flowering shrubs to showcase them like the beautiful, rewarding, essential products that they are. Flowering shrubs are generally one of the highest margin live good categories for garden centers, and one of the most challenging to display. A dedicated space full of Proven Winners® shrubs takes the products you're already carrying and presents them to your customers in a curated, boutique-like setting. It can work with your existing structures and benching so it doesn't require a huge investment, or you can take it as an opportunity to rethink your entire woody plant sales area.

Because of our extensive advertising and social media outreach each season, people are always seeking out our plants. But of course, all of the marketing in the world does no good without the products to back it up, and that's why we spend so much time and effort testing and trialing our plants. It takes an average of ten years to evaluate and introduce a Proven Winners® ColorChoice® shrub. In that time, we're not simply deciding whether or not we think a plant is beautiful enough; we test for performance at all points on the plant's journey to its final home, from propagation through growing through how it looks on the garden center bench. Our industry's unique supply chain puts a lot of demands on live goods, and we understand the importance of success at every step.

When you commit to a dedicated, branded space that showcases our shrubs, you increase your profits by building on our reputation for superior performance, and by capitalizing on our millions of dollars of marketing efforts. Follow the seven steps outlined in this guide to develop a Proven Winners® shrub destination in your retail area and get growing.



**Jessica DeGraaf**

*Proven Winners® Retail Account Manager*

Jessica@provenwinners.com

616-706-7970

# ONE

## SELECT A PROVEN WINNERS® CHAMPION

A successful Proven Winners shrub destination starts with selecting an employee to serve as a dedicated manager, devoting his or her care and attention to the area.

### Characteristic of a champion

- A passion for growing sales
- Proven Winners brand awareness
- Organized
- A good communicator
- An eye for merchandising

### Responsibilities of a champion

- Assist with the creation of the destination
- Regular communication with the vendor
  - Replenishment of the destination
  - Review key varieties for further promotion
- Communication with internal marketing team to promote featured varieties
- Weekly merchandising and POP display changes
- Oversee staff training/Proven Winners certification

**Tip:** Allow your champion the opportunity to develop a relationship with your Proven Winners® ColorChoice® grower. Working together, they can make sure that product is replenished quickly and discuss what's at peak and ready to ship to keep the destination engaging all season long.

# TWO

## CHOOSE AND DESIGN YOUR DESTINATION

Almost as important as designating an advocate for your destination is the location and the design of the space itself.

### Select a location that has the following:

- Good visibility
- Good sight lines
- High Traffic
- Adequate space to create a high impact destination

### Design the space

- Give your destination a name or theme to get the attention of the consumer
- Measure your benching and proposed site
- Draft a floor plan considering visibility, sight lines, benching and traffic flow
- Meet with your Proven Winners vendor to discuss and order:
  - Your plant list and shipment schedule
  - Your signage and POP needs
    - Banner
    - Bench tape
    - Post wraps
    - Posters
    - Bench cards



*from top to bottom:*

Homestead Gardens, MD;  
Van Wilgen's Garden Center, CT;  
Lurvey Home & Garden Center, IL

The following options represent standard destination POP, but we are happy to work with you to create items that work with your vision.

### 5' x 2.5' Banner

- 10 oz vinyl with six grommets
- Name and logo included
- Customizable message



### Pole Wraps

- 10 oz vinyl with eight grommets
- Customizable size
- Your logo included

### Variety Posters

- 24" x 36" Coroplast with two grommets
- Your logo included
- Available for any Proven Winners® ColorChoice® variety

### Bench Cards

- 11" x 7"
- Cards may be purchased or files may be provided for your printing
- Available for any Proven Winners® ColorChoice® variety
- Order at <http://bit.ly/2sOibQ5>



Option One

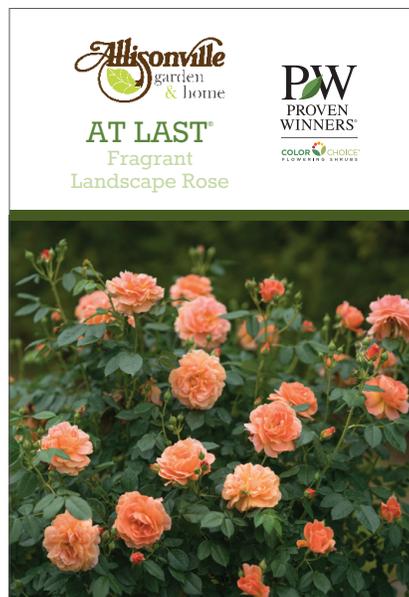


Option Two



Option Three

**Tip:** To customize POP with your garden center's logo, we need the highest resolution version you have. Typically, this will be a .tiff or .eps file. If you have any questions about image quality or file type, e-mail [Shannon@springmeadownursery.com](mailto:Shannon@springmeadownursery.com).



## THREE SET YOUR SCHEDULE

Create a schedule for each stage of your destination's development. Setting specific dates helps keep your plan moving and ensures that you'll meet targets, especially as the busy season draws near.

- Pick a launch date for the destination:

This is an introduction to your customers and to your employees featuring the great new location you've created for their shopping experience

- Set a date for your staff to become Proven Winners Certified at [www.provenwinners.com/training](http://www.provenwinners.com/training)
- Develop a flexible weekly plant variety display schedule based upon your order

## FOUR MARKET YOUR DESTINATION

Let customers know that you should be their number one choice when they are looking for our shrubs with a comprehensive marketing plan. Partner with Proven Winners ColorChoice to craft and implement a marketing plan featuring the following:

- Social media – weekly Facebook posts highlighting a featured plant
- An e-blast or e-newsletter post explaining the destination
- Events, i.e. have a Proven Winners weekend
- Mailers

Utilize free Proven Winners online resources to enhance your marketing campaign:

- Photo Library: [www.provenwinners.com/images](http://www.provenwinners.com/images)
- Social Media Graphics: [www.provenwinners.com/share](http://www.provenwinners.com/share)
- YouTube Video Content: Proven Winners ColorChoice Flowering Shrubs



**PROVEN WINNERS PARK**

**Proven Winner Park Debut!**

Visit our 'store within a store' called Lurvey Proven Winner Park. Experts from Proven Winners will be on hand. **We are your destination for Proven Winner Plants!**

**WE ARE IN FULL BLOOM!**

**LURVEY** home & garden  
2550 E. Dempster St.  
Des Plaines, IL 60016  
**847-824-7411**  
[lurvey.com](http://lurvey.com)



Cedar Rim Nursery  
7024 Glover Road  
Langley, BC V2Y

**Proven Winner** for your success

Don't miss **Jess** speaking on **Plai** and 3 pm on **Sa**

With every Proven Winner

**\$5.00 OFF** any Proven Winners® ColorChoice® Flowering Shrub  
Prices Starting at \$19.98

**Cedar Rim Nursery**  
ESTABLISHED 1978  
CELEBRATING 40 YEARS

Promotion examples from Lurvey Garden Center, IL and Cedar Rim Nursery, BC

## FIVE

# MAINTAIN AND MERCHANDISE THE DESTINATION

Your selection of Proven Winners ColorChoice flowering shrubs will vary through the season depending on what your vendor has in prime selling condition. The champion for the destination is responsible for:

- Renewing displays weekly based on what's in bloom
- Restocking benches as needed
- Grooming and organizing plants as needed
- Communicating with the vendor to reorder hot sellers

## SIX

# MEASURE SUCCESS



We ask that garden centers that create the destination track the following metrics:

- Number of units sold
- Total revenue generated
- Percentage increase in units, revenue and profits
- Best selling varieties (we recommend that each variety has a separate SKU)
- In addition to these calculations, take before and after photos through the season to share with the Proven Winners team. Before and after images of East Coast Garden Center are shown.

### Wedel's Nursery, Florist and Garden Center

Kalamazoo, MI

30% increase OPY (year one)

Destination highlight video:

<http://bit.ly/2tiuLmp>

#### Best Sellers:

- 'Limelight' *Hydrangea*
- CITYLINE® Paris *Hydrangea*

- LET'S DANCE® BLUE JANGLES® *Hydrangea*
- BLOOMERANG® Dark Purple *Syringa*

### Van Wilgen's Garden Center

North Branford, CT

30% increase OPY (year one)

15% increase OPY (year two)

Double digit margin increase

#### Best Sellers:

- 'Limelight' *Hydrangea*
- YUKI CHERRY BLOSSOM® *Deutzia*

- GOLD SPLASH® *Euonymus*
- BLOOMERANG® Purple *Syringa*
- DOUBLE PLAY® *Spiraea* series



# DESTINATION CHECK LIST

## ONE Select a Proven Winners® ColorChoice® champion

Champion's Name: \_\_\_\_\_

## TWO Choose and design your destination

Take before photos

Space measurements and square footage: \_\_\_\_\_

Number of benches: \_\_\_\_\_

Number of poles: \_\_\_\_\_

Key varieties:

- |          |           |
|----------|-----------|
| 1. _____ | 7. _____  |
| 2. _____ | 8. _____  |
| 3. _____ | 9. _____  |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |

Complete POP order form and return by January 1, 2019.

Order benchcards

Send high resolution logo to Shannon Downey at Shannon@springmeadownursery.com

## THREE Set your schedule

Launch date: \_\_\_\_\_

## FOUR Market your destination

Create marketing plan

Download images and social media graphics

## FIVE Maintain and merchandise the destination

Work with grower to maintain supply of bud and bloom plants

## SIX Measure success

Track and e-mail results to Jessica@provenwinners.com and Meghan@provenwinners.com

	Before	After	Difference
Number of Units Sold:	_____	_____	_____
Total Revenue:	_____	_____	_____
Best Sellers:			
1. _____		4. _____	
2. _____		5. _____	
3. _____		6. _____	



# DESTINATION POP PLANNER

Company:	Contact:
E-mail:	Phone:
Address:	
Account Manager:	Launch Date:
Printer:	Today's Date

Quantity	POP	Size
Vinyl Banner		<input type="checkbox"/> 5' x 2.5' <input type="checkbox"/> Other:
	Message:	
Pole Wraps		Height:      Width:
	Option One	
	Option Two	
	Option Three	
Variety Posters		<input type="checkbox"/> 24" x 36" <input type="checkbox"/> Other:
	1.	
	2.	
	3.	
	4.	
	5.	
	6.	
	7.	
	8.	
	9.	
	10.	
	11.	
	12.	
Cobranded Bench Tape		<input type="checkbox"/> 4" x 100' roll
Bench Cards		Order at <a href="http://bit.ly/2sOibQ5">http://bit.ly/2sOibQ5</a>

Special Instructions:

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Destination Champion Signature:	Date:
Gold Key Licensee Signature:	Date:
Proven Winners Account Manager Signature:	Date: