Proven Winners® Marketing Campaign - VA

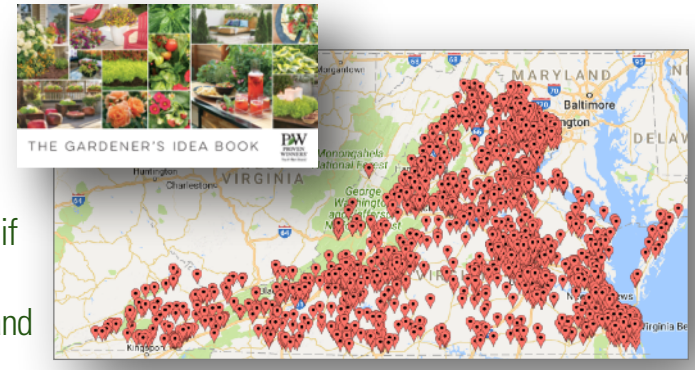
Certified Training Program

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.

In 2019, 10,129 employees become certified from over 1,300 retailers. Of those, **23 retailers & 125 employees** were from Virginia.

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

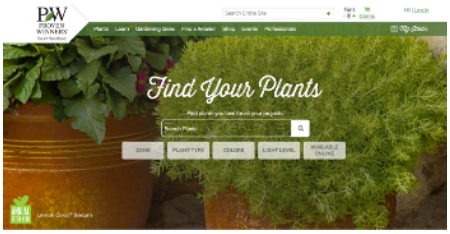
Gardener's Idea Book Co-op



Last spring, Proven Winners mailed out **400,000 copies** of our popular *Gardener's Idea Book*—**3,665 copies in Virginia**—and we plan to do the same in 2020. Additionally, each year, Proven Winners provides FREE *Gardener's Idea Books* to retailers to mail to their customers if they pay for the postage.

The sign up deadline is January 18, 2020, for custom prints and March 1, 2020, for standard. For more information & options, visit **www.provenwinners.com/gib-co-op**.

Website



Over four 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*.

Last year we received **199,000 visits** from over 133,000 Virginia web users to **provenwinners.com** and **1,400 visits** from over 1,200 Virginia web users to **beauty.provenwinners.com**.

Newsletters

Last year over **230,000 consumers** were subscribed to our monthly gardening tips 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 **7,000 growers** were subscribed to our professional newsletter, Grower News, which provides seasonal growing tips, variety highlights & trial results.

Over **5,300 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.

Retailer logos appear on the ad and serve as a link to their website.

Pandora Internet Radio

Last year Proven Winners and Proven Winners ColorChoice received over **17 million** impressions through Pandora internet radio in the U.S.

For just pennies per impression, U.S. retailers were able to target local garden enthusiasts within a 20-mile radius of their zip code with a Pandora internet radio ad. Garden centers received a minimum of 21,875 audio impressions and a report on their campaign reach. To listen to sample ads and see who participated, visit **www.provenwinners.com/pandora**.

Billboards

In 2019, Proven Winners had 98 billboards in 32 metropolitan markets generating over **137 million impressions**. These billboards were in 13 states and 4 provinces. We will continue this campaign in 2020 although locations have not been secured.

Readymade Social Media Graphics

We offer free, readymade and pre-sized graphics for Facebook, Instagram, Pinterest and Twitter to all Certified Proven Winners Retailers. Dive into this rich content all year long as we add content for every season and key programs like our National Plants and Recipes of the Year, new varieties, and top sellers.

#1 Gardening Influencer

Over the last two 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 2.4 million fans follow them on Facebook, and their YouTube gardening videos have been viewed over 40 million times. Proven Winners is partnering with Garden Answer to produce over 100 videos each year which focus exclusively on Proven Winners plants.

In Virginia alone, she's had 340,000 views on YouTube, totaling 2.2 MILLION minutes - over 37,000 hours!

Facebook Fans:

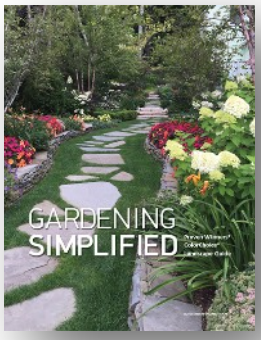
- Joanna Gaines - 3,612,227
- **Garden Answer - 2,709,737**
- Martha Stewart - 2,458,166
- Miracle-Gro® - 1,299,625

Magazine Advertising

Proven Winners' ColorChoice print campaign is second to none, generating over 35 million impressions in 2019.

Over **688,000 Virginia subscribers** will see our ads this year.

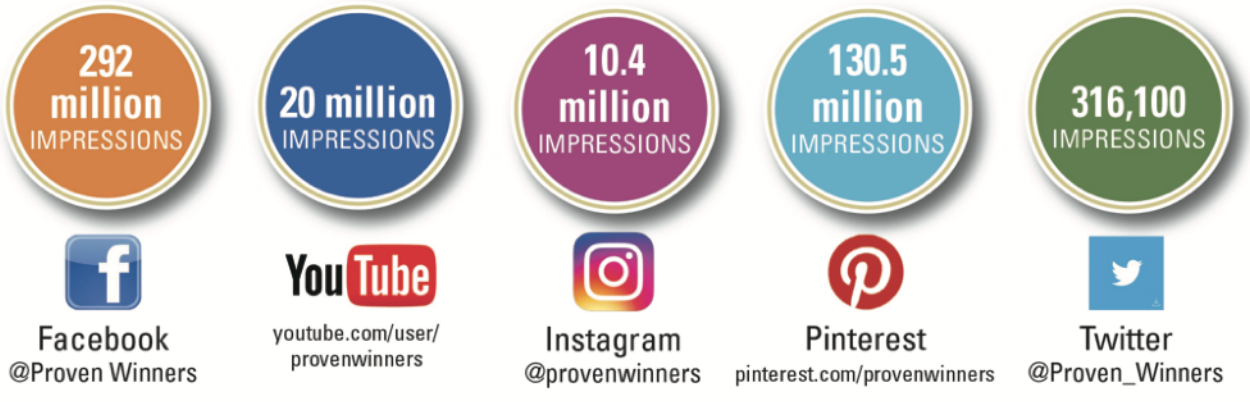
Gardening Simplified & Hydrangea Booklet



Gardening Simplified has been completely restyled for 2020, with the shrubs now organized in solution-oriented categories like Plants for Hedges, Shrubs for Containers, Wildlife Gardens, and much more. Over 100 copies of both *Gardening Simplified* and the *A New Vision for Hardy Hydrangeas* were distributed in Virginia in 2019. For more information, call 800-633-8859.

Social Media

This year our social channels collectively drove over **400 million impressions**. In Virginia we received nearly 16,300 organic YouTube impressions and over 47,000 paid Facebook impressions. See below for a breakdown of impressions by social channel for the 2018-19 season.



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

2020 National Plants of the Year

Promotion drives success. Customers will be scooping up these National Plants of the Year as fast as you can grow them while we drive demand through extensive multimedia promotions next spring. Growers have seen extraordinary increases in sales of the plants featured in this program and retailers have asked us to broaden the categories. We're happy to support your success by expanding our National Plant of the Year program.

Diamond Collection Euphorbia

Proven Winners will be creating billions of impressions across many online & social media platforms promoting the National Plants of the Year.

For more information on this program, visit www.provenwinners.com/2020_National_Plants and www.nationalplantoftheyear.com.

Shadowland®
'Coast to Coast' Hosta

'Denim 'n Lace'
Perovskia

Gem Box® Ilex

Oso Easy Double Red®
Rosa

Invincibelle® Ruby
Hydrangea

Blue Chiffon® Hibiscus

2020 National Recipes of the Year

We've diversified our National Recipe Program to meet the needs of all our North American customers this year. Choose those that are best suited to your region and promote them in any season you wish. Based on our careful trialing of these recipes in the north and south, you can be confident they will deliver the signature Proven Winners all-season performance.

For more information on this program, visit **www.provenwinners.com/2020_National_Plants** and **www.nationalplantoftheyear.com**.

Fruit Salad

Superbells® Lemon Slice Calibrachoa
Superbells® Grape Punch Calibrachoa
Superbena Royale® Iced Cherry Verbena
Graceful Grasses® Prince Tut™ Cyperus

Gloria Rose

Diamond Frost® Euphorbia
Hippo® Rose Hypoestes
Rockapulco® Rose Impatiens
Stratosphere™ White Gaura

RECIPE OF THE YEAR™

Neptune

Superbells® Yellow Chiffon® Calibrachoa
Laguna® Sky Blue Lobelia
Superbena® Stormburst Verbena
Rockin'® Playin' the Blues® Salvia

Sunglasses

Superbells® Yellow Calibrachoa
Supertunia® Mini Vista Hot Pink Petunia
Supertunia® Lovie Dovie™ Petunia
Toucan® Yellow Canna

Storm Shadow

Fairy Dust® Pink Cuphea
Supertunia® Bordeaux™ Petunia
Superbena® Stormburst Verbena
Meteor Shower® Verbena

Top 10 Annuals Sold in the U.S.

1. Supertunia® Royal Velvet® Petunia
2. Supertunia Vista® Bubblegum® Petunia
3. Supertunia® Bordeaux™ Petunia
4. Superbells® Lemon Slice® Calibrachoa
5. Blue My Mind® Evolvulus
6. Diamond Frost® Euphorbia
7. Supertunia Vista® Fuchsia Petunia
8. Superbells® Yellow Calibrachoa
9. Snowstorm® Giant Snowflake® Sutera
10. Laguna® Sky Blue Lobelia

Top 10 Proven Winners Perennials Sold in Virginia

1. ‘Storm Cloud' Amsonia
2. Summerific® 'Holy Grail' Hibiscus
3. Shadowland® 'Empress Wu' Hosta
4. Amazing Daisies® Daisy May® Daisy
5. Prairie Winds® 'Cheyenne Sky' Panicum
6. Primo® 'Black Pearl' Heuchera
7. ‘Cat's Meow' Nepeta
8. ‘Cat's Pajamas' Nepeta
9. Amazing Daisies® 'Banana Cream' Daisy
10. Decadence® 'Lemon Meringue' Baptisia

10 Must-Have Proven Winners ColorChoice® Shrubs

1. Low Scape Mound® Aronia
2. Sprinter® Buxus
3. Pugster® Amethyst Buddleia
4. Winecraft Black® Cotinus
5. Magenta Chiffon® Hibiscus
6. Invincibelle Limetta® Hydrangea
7. Little Lime® Hydrangea
8. Tuff Stuff™ Hydrangea
9. At Last® Rosa
10. Double Play Doozie® Spiraea