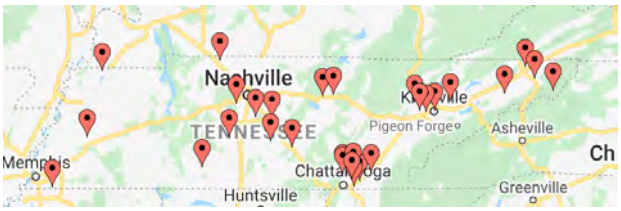
Proven Winners Local Advertising

TENNESSEE MARKETING REPORT

Find out what Proven Winners is doing in your area and discover key insights on top-selling varieties, colors and programs.

CONNECT+ PROGRAM

Last year, 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. They can subscribe at their preferred level, from our free Getting Started subscription all the way up to our Elite package. To date, 1,500 businesses have subscribed to Connect+ including **31 subscriptions in Tennessee**.



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

New for Spring 2022 – Proven Winners will run a localized Facebook ad campaign for any IGC that orders Proven Winners annuals with the Complete Package.

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.

This year over 9,300 employees became certified from over 1,200 retailers, and we donated $10,000 on their behalf to Feeding America and Canada Food Bank. Of those, **30 retailers & 186 employees** were from Tennessee.

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

GARDENER'S IDEA BOOKS

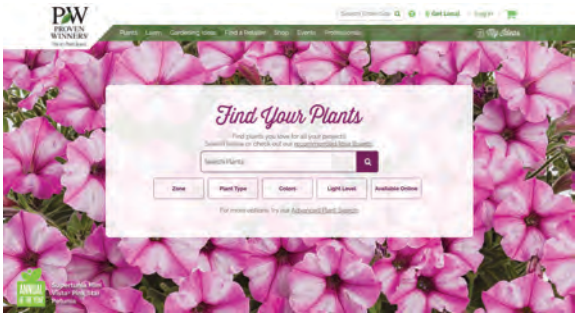
In 2021, Proven Winners distributed over **790,000 copies** of our popular *Gardener's Idea Book*—**7,971 copies in Tennessee**, and we plan to do the same in 2022.

Each year, Proven Winners provides FREE *Gardener's Idea Books* to Connect+ retailers to mail to their customers if they pay for the postage. Retailers should sign up by February 1, 2022 to participate next spring. Check out pages 6-7 of this report for a sneak peek at the plants that will be featured in the 2022 *Gardener's Idea Book*!

WEBSITES

Over **8 million** people have explored our websites over the past year including our main site and additional websites which focus on key products. Of those, **254,679 visits were from Tennessee visitors.** Check out our additional websites at:

- NationalPlantofTheYear.com
- Beauty.ProvenWinners.com
- AquaPots.com
- GrandGardenShow.com
- ProvenWinnersColorChoice.com



CONSUMER PRINT ADS

This year, Proven Winners® ColorChoice® Shrubs has generated over **100 million print impressions** targeting casual and passionate gardeners across North America - including your hometown. You can find Proven Winners ColorChoice print advertising in these national publications:

- *Better Homes & Gardens*
- *Birds & Blooms*
- *Canadian Living*
- *Country Living*
- *Fine Gardening*
- *Garden Gate*
- *HGTV magazine*
- *Propery Brothers Reveal*
- *Southern Living*

Plus, these ads can be found in more than 25 additional national and regional publications. All consumer advertising artwork can be found at ProvenWinners-Shrubs.com.

1,493,000 Tennessee subscribers will see these ads this year. Featured shrubs include:

- Pugster Blue® *Buddleia*
- Blue Chiffon® *Hibiscus*
- Invincibelle® *H. arborescens* series
- Bobo® *H. paniculata*
- Fire Light® *H. paniculata*
- Tuff Stuff Ah-Ha® *H. serrata*
- Jazz Hands® *Loropetalum* series
- At Last® *Rosa*
- Oso Easy® *Rosa* series
- Double Play Doozie® *Spiraea*
- Bloomerang® *Syringa* series
- Sonic Bloom® *Weigela* series*

**Sonic Bloom® is a registered trademark of the Syngenta Group Company.*

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 **196 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 **3.3 million impressions in Tennessee**.

To listen to sample ads and see who has participated in the CONNECT+ campaigns, visit www.provenwinners.com/pandora.

PODCASTS

The podcast trend shows no signs of slowing down, so Proven Winners ColorChoice Shrubs added advertising on podcasts to their outreach. The commercials are not limited to specific podcasts – they play on a variety of genres to reach a wide range of potential plant buyers.

TELEVISION & VIDEO STREAMING ADS

New for 2021, Proven Winners ColorChoice Shrubs launched video advertisements on Hulu and smart TV streaming services through Roku, ChromeCast, Fire TV, and Samsung, reaching consumers through a whole new platform.

This year's campaigns have resulted in over **5.6 million impressions** throughout the U.S. and Canada.

Bonus television content: The rise of DIY programming has provided new opportunities for featuring Proven Winners ColorChoice shrubs as the smart choice for landscapes.

In 2021, Proven Winners ColorChoice shrubs will be included in the following programming: two episodes of Curb Appeal Xtreme, a Property Brothers Production on the HGTV/Discovery+ network; the first four episodes of Backyard Blowout, the PeacockTV (NBC) streaming network series; and two episodes of GardenSMART, broadcast on local Public Broadcasting stations (PBS) and Create TV online streaming.

GARDEN ANSWER & OTHER INFLUENCERS

Laura and Aaron from Garden Answer have become key influencers for Proven Winners as they teach a whole new generation how to garden. Over 3.6 million fans follow them on Facebook, and their gardening videos have been viewed over 65 million times on YouTube in the past year alone. These videos heavily promote our National Plants of the Year.

In Tennessee alone, Laura has had 1,412,000 views on YouTube, totaling 15.3 MILLION minutes - over 255,000 hours!

Facebook Followers:

- Joanna Gaines - 6,000,000
- **Garden Answer - 3,696,000**
- Martha Stewart - 3,000,000
- Property Brothers - 1,102,000

Norman Winter, "The Garden Guy", is a southern gardening specialist whose newspaper column is very popular across the country, particularly in the South. His garden articles featuring Proven Winners plants have received over **45 million print impressions** in the U.S. this past year.

Proven Winners maintains a robust online presence with the help of the amazing influencers we partner with. Check out their social media accounts and follow your favorites:

- **Tracy VanVolkinburg** – Plaids and Poppies @plaids.and.poppies
- **Erin Schanen** - The Impatient Gardener @impatientgardener
- **Joshua Hiebert & Jose Tortolero** - Mr. Gardeners @mr.gardeners
- **Kamoya McDowell** - Garden Addictz @gardenaddictz
- **Staff Sergeant Ambrose and Angie Salazar** – Garden Obsessions @gardenobsessions and @obsesionesdejardin
- **Jenny Simpson** – Creekside Nursery @creeksidenursery
- **Brandon Lark Roberts** - @brandonlarkroberts

SOCIAL MEDIA

Social media is one of the best ways to reach both urban and rural parts of North America. This year, our social channels collectively drove over **301 million impressions**.

In Tennessee there were **1,215,000 paid Facebook impressions**, plus many more organic impressions. See below for a breakdown of impressions by social channel for the 2020-2021 season.

130
MILLION
IMPRESSIONS
Pinterest
pinterest.com/provenwinners

77
MILLION
IMPRESSIONS
Facebook
@Proven Winners

57
MILLION
IMPRESSIONS
YouTube
youtube.com/users/provenwinners

37
MILLION
IMPRESSIONS
Instagram
@provenwinners

430,000
IMPRESSIONS
Twitter
@Proven_Winners

Additionally, we are reaching **64,000** 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 easily tap into the mind of the consumer and see what plants they are using and which they are trying to find in garden centers.

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

E-NEWSLETTERS

Last year over **388,000 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 **7,600 growers** were subscribed to our professional newsletter, Get Growing, which provides seasonal growing tips, variety highlights & trial results.

Over **8,400 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.

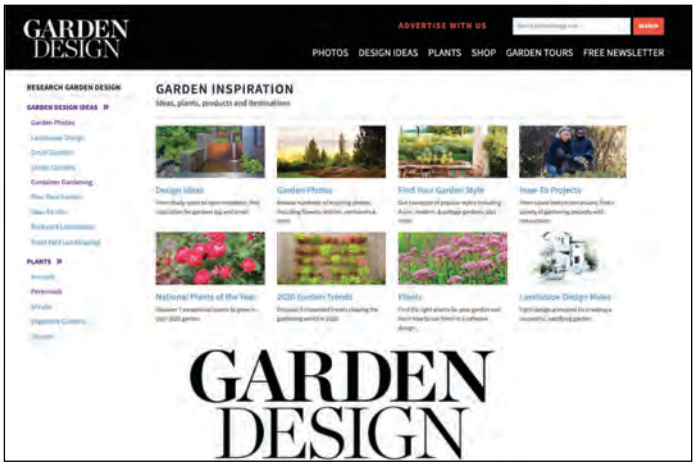
New for 2021, the Retailer Newsletter also includes a Wholesale Grower Spotlight to help connect retailers with some of the exceptional wholesale growers we work with across North America that carry Proven Winners products.

GARDEN DESIGN WEBSITE

Our partnership with Garden Design is in its third year and is garnering amazing exposure for Proven Winners plants.

In 2020, just under **13 million** gardening enthusiasts researched plants and garden ideas on the site and were introduced to Proven Winners annuals, perennials, shrubs, and hard goods.

Visit www.gardendesign.com to explore the Garden Design website.



BILLBOARDS

In 2021, Proven Winners had 125 billboards in 40 metropolitan markets generating **251 million impressions**. These billboards were in 18 states and 8 provinces.

Keep in mind that while there may not be a billboard in your "backyard", they are in high traffic areas where they will be easily seen by those vacationing over spring break, attending sporting events & concerts, or traveling for work.

We will continue this campaign in 2022 although locations have not yet been secured.

Find additional details on Proven Winners' national billboard campaigns and all of our billboard advertising artwork at pwwin.rs/2021-Billboards.

TENTATIVE PLANT LIST FOR 2022 *GARDENER'S IDEA BOOK**

ANNUALS

ARTIST® Pearl *Ageratum*
ANGELFACE® Cascade Snow *Angelonia*
ANGELFACE® Super Blue *Angelonia*
ANGELFACE® Super White *Angelonia*
ANGELFACE® Wedgwood Blue *Angelonia*
ANGELFACE® White *Angelonia*
SILVER BULLET® *Artemisia*
Asparagus *Fern Asparagus*
PEGASUS® *Begonia*
SUREFIRE® Red *Begonia*
SUREFIRE® Rose *Begonia*
ENDLESS™ Flirtation *Browallia*
ENDLESS™ Illumination *Browallia*
HEART TO HEART® 'Clowning Around' *Caladium*
HEART TO HEART® 'Blushing Bride' *Caladium*
HEART TO HEART® 'Heart and Soul' *Caladium*
HEART TO HEART™ 'Hot Flash' *Caladium*
HEART TO HEART® 'Raspberry Moon' *Caladium*
HEART TO HEART™ 'Xplosion' *Caladium*
HEART TO HEART™ 'White Star' *Caladium*
SUPERBELLS™ GRAPE PUNCH™ *Calibrachoa*
SUPERBELLS™ White *Calibrachoa*
GRACEFUL GRASSES® Toffee Twist *Carex*
FLAMBÉ® Yellow *Chrysocephalum*
HEART OF THE JUNGLE™ *Colocasia*
'Coffee Cups' *Colocasia*
GRACEFUL GRASSES® PRINCE TUT™ *Cyperus*
GRACEFUL GRASSES® KING TUT® *Cyperus*
GRACEFUL GRASSES® BABY TUT® *Cyperus*
SILVER FALLS™ *Dichondra*
DIAMOND FROST® *Euphorbia*
DIAMOND MOUNTAIN® *Euphorbia*
DIAMOND SNOW *Euphorbia*
STRATOSPHERE™ White *Gaura*
TRUFFULA™ Pink *Gomphrena*
SUNCREDIBLE® SATURN™ *Helianthus*
Licorice Splash *Helichrysum*
Petite Licorice *Helichrysum*
White Licorice *Helichrysum*
AUGUSTA® Lavender *Heliotropium*
ROCKAPULCO® Red *Impatiens*
ROCKAPULCO® Wisteria *Impatiens*
Sweet Caroline Bewitched GREEN WITH ENVY™
Sweet Caroline MEDUSA™ Green *Ipomoea*
Sweet Caroline RAVEN™ *Ipomoea*
Sweet Caroline Sweetheart Lime *Ipomoea*
PATTI'S PINK™ *Isotoma*
GRACEFUL GRASSES® BLUE MOHAWK® *Juncus*
LAGUNA® CLOUD WHITE™ *Lobelia*
SNOW PRINCESS® *Lobularia*
Goldilocks *Lysimachia*
AROMANCE® Pink *Nemesia*
CHARMED® Wine *Oxalis*
SUPERTUNIA® Daybreak Charm *Petunia*
SUPERTUNIA® LOVIE DOVIE™ *Petunia*
SUPERTUNIA® ROYAL MAGENTA® *Petunia*
SUPERTUNIA VISTA® JAZZBERRY® *Petunia*
SUPERTUNIA VISTA® Paradise *Petunia*
SUPERTUNIA VISTA® Snowdrift *Petunia*
COLORBLAZE® El Brighto *Plectranthus*
COLORBLAZE® Chocolate Drop *Plectranthus*
COLORBLAZE® Royale APPLE BRANDY® *Plectranthus*
COLORBLAZE® Royale CHERRY BRANDY® *Plectranthus*
COLORBLAZE® Strawberry Drop *Plectranthus*
COLORBLAZE® VELVETEEN® *Plectranthus*
MOJAVE® Tangerine *Portulaca*
MOJAVE® Yellow *Portulaca*
ROCKIN'® Deep Purple *Salvia*
ROCKIN'® 'Golden Delicious' *Salvia*
ROCKIN'® PLAYIN' THE BLUES® *Salvia*
SUNBINI® *Sanvitalia*
GRACEFUL GRASSES® Fiber Optic Grass *Scirpus*
LEMON CORAL® *Sedum*
Coconut A-PEEL® *Thunbergia*
CATALINA® GILDED GRAPE™ *Torenia*
CATALINA® Pink *Torenia*
CATALINA® White Linen *Torenia*
SUMMER WAVE® Large Amethyst *Torenia*
SUPERBENA® Peachy Keen *Verbena*
SUPERBENA® Red *Verbena*
SUPERBENA SPARKLING® Amethyst *Verbena*
SUPERBENA® WHITEOUT™ *Verbena*
CAKE POPS™ Pink *Verbena*
CAKE POPS™ Purple *Verbena*

TENTATIVE PLANT LIST FOR 2022 *GARDENER'S IDEA BOOK* (continued)*

PROVEN HARVEST

AlliYUM!™ *Allium*
FIRE AWAY® Hot and Heavy *Capsicum*
BERRIED TREASURE® Pink *Fragaria*
TEMPTING TOMATOES™ Goodhearted *Lycopersicon*
AMAZEL BASIL® Ocimum

PERENNIALS

'Storm Cloud' *Amsonia*
'Chantilly Lace' *Aruncus*
'Crested Surf' *Athyrium*
'Paint the Town Magenta' *Dianthus*
DOLCE® 'Wildberry' *Heuchera*
SHADOWLAND® 'Diamond Lake' *Hosta*
'Bottle Rocket' *Ligularia*
'Heaven Scent' *Polemonium*
COLOR SPIRES® 'Snow Kiss' *Salvia*
MAGIC SHOW® 'White Wands' *Veronica*

SHRUBS

SUNJOY SEQUINS® *Berberis*
STEADY AS SHE GOES™ *Gardenia*
FAIRYTRAIL BRIDE® *Cascade Hydrangea®*
FIRE LIGHT TIDBIT® *H. paniculata*
INCREDIBALL® *H. arborescens*
INVINCIBELLE WEE WHITE® *H. arborescens*
Little QUICK FIRE® *H. paniculata*
PINKY WINKY® *H. paniculata*
SUNORITA® *Rosa*
DOUBLE PLAY DOOZIE® *Spiraea*
MY MONET PURPLE EFFECT® *Weigela*

***This is an incomplete plant list that is subject to change and will not be finalized until Fall of 2021.**

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 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* (790,000 copies last year)
2. Promoted via Laura at Garden Answer
3. Inclusion in the social media efforts of Proven Winners, Garden Design, and Jack Barnwell
4. Free Facebook ad campaign
5. Free POP/marketing materials (with minimum purchase of 4 pallets)
6. Retail listing on AquaPots, Garden Design, and Proven Winners' websites (20+ million unique visitors)
7. Inclusion in Proven Winners' e-newsletters
8. Promotion of our AquaPot of the Year - **Volcanic on Milky Blue**

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

2022 NATIONAL PLANTS 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 2022.

For more information on this program, visit www.provenwinners.com/2022_National_Plants and www.nationalplantoftheyear.com.

Graceful Grasses®
Prince Tut™
Cyperus

Heart to Heart®
'Raspberry Moon'
Caladium

'Paint the Town Magenta'
Dianthus

Shadowland®
'Diamond Lake'
Hosta

Double Play Doozie®
Spiraea

Suñorita®
Rosa

Little Quick Fire®
Hydrangea paniculata

Incrediball®
Hydrangea arborescens

2022 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/2022_National_Plants and www.nationalplantoftheyear.com.

Amethyst Dreams
Superbells® Grape Punch™ *Calibrachoa*
Superbells® White *Calibrachoa*
Superbena Sparkling® Amethyst *Verbena*
Suggested Thriller:
Graceful Grasses® Prince Tut™ *Cyperus*

Blind Love
Supertunia® Lovie Dovie™ *Petunia*
Supertunia® Royal Magenta® *Petunia*
Superbena® Whiteout™ *Verbena*
Suggested Thriller:
Graceful Grasses® Prince Tut™ *Cyperus*

Lady Luck
White Licorice *Helichrysum*
Sweet Caroline Raven™ *Ipomoea*
ColorBlaze® Chocolate Drop *Plectranthus*
Suggested Thriller:
Graceful Grasses® Prince Tut™ *Cyperus*

PROVEN WINNERS®
The #1 Plant Brand.®

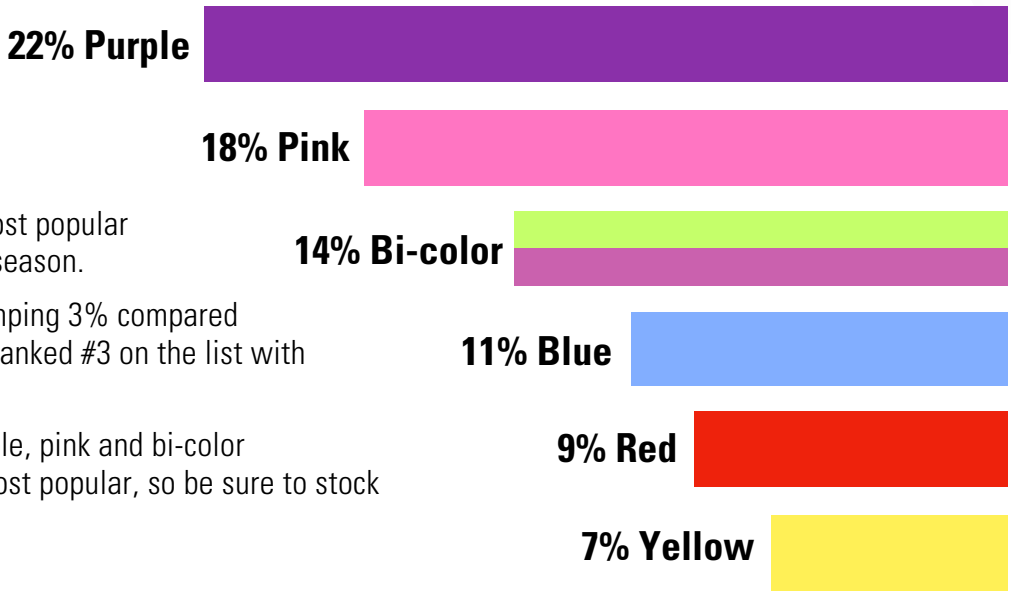
Color Sells

2021 OUTLOOK FOR COLOR PREFERENCE

We know that color sells - the question is which colors will be most popular. With over 8 million visitors to Proven Winners' website over the past year and 10,000 questions answered by our team, Proven Winners is uniquely positioned to capture consumer preference and demand, especially when it comes to color!

FAVORITE FLOWER COLOR TRENDS

Based on the feedback of over 77,000 consumers who visited our website during the past year, their preferred flower colors are:



TRENDS

Purple continues to be the most popular flower color for the 2020-21 season.

Pink is gaining popularity, jumping 3% compared to the previous year when it ranked #3 on the list with 15% of the votes.

Based on current trends, purple, pink and bi-color blooms will continue to be most popular, so be sure to stock these fast-selling colors.

MOST SEARCHED VARIETIES

While reported favorite flower color is useful, the top searched plants and colors can also give us insight for trends. Based on searches on our website the past year, the most searched annuals, perennials and shrubs have been:

ANNUALS

Supertunia Vista® Bubblegum® *Petunia*

Berried Treasure® Red *Strawberry*

Diamond Frost® *Euphorbia*

Vermillionaire® *Cuphea*

Blue My Mind® *Evolvulus*

PERENNIALS

'Cat's Pajamas' *Catmint*

Sweet Romance® *Lavender*

'Serendipity' *Allium*

'Denim 'n Lace' *Perovskia*

Dolce® 'Wildberry' *Heuchera*

SHRUBS

'Limelight' *Hydrangea*

Bobo® *Hydrangea*

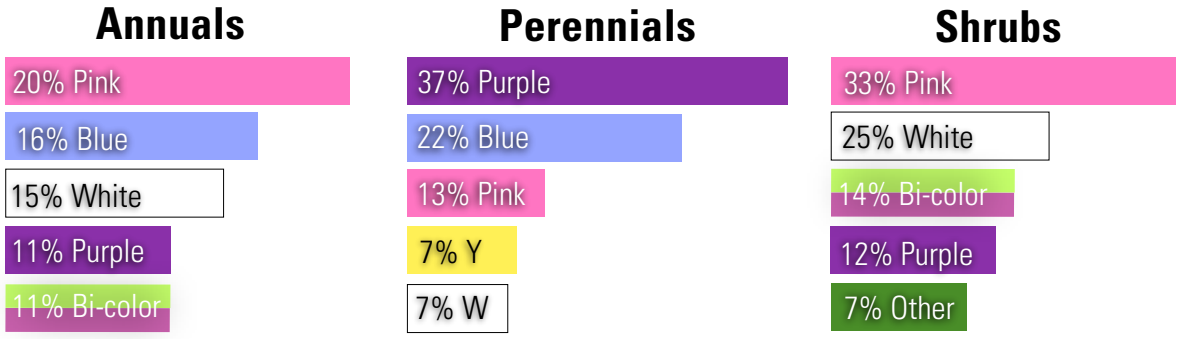
Little Lime® *Hydrangea*

Incrediball® *Hydrangea*

Fire Light® *Hydrangea*

MOST SEARCHED COLORS BY TYPE

Of the 30 most searched for plants in each category, we analyzed the top searches by flower color. We found that pink & blue were most searched for annuals, and purple & blue for perennials, and pink & white for shrubs:



TOP 10 PROVEN WINNERS ANNUALS SOLD IN TENNESSEE

1. Superbells® Lemon Slice® *Calibrachoa*
2. Supertunia Vista® Bubblegum® *Petunia*
3. Diamond Frost® *Euphorbia*
4. Superbells® Yellow *Calibrachoa*
5. Supertunia® Bordeaux™ *Petunia*
6. Blue My Mind® *Evolvulus*
7. Supertunia® Royal Velvet® *Petunia*
8. Superbells® Grape Punch™ *Calibrachoa*
9. Proven Accents® Spikes *Dracaena*
10. Superbells® Cherry Star *Calibrachoa*

TOP 10 PROVEN WINNERS PERENNIALS SOLD IN TENNESSEE

1. 'Cat's Pajamas' *Nepeta*
2. Prairie Winds® 'Cheyenne Sky' *Panicum*
3. Shadowland® 'Wheee!' *Hosta*
4. 'Denim 'n Lace' *Perovskia*
5. Primo® 'Peachberry Ice' *Heuchera*
6. Shadowland® 'Empress Wu' *Hosta*
7. Amazing Daisies® Daisy May® *Leucanthemum*
8. Sweet Romance® *Lavandula*
9. Dolce® 'Wildberry' *Heuchera*
10. Primo® 'Black Pearl' *Heuchera*

12 BEST-SELLING PROVEN WINNERS COLORCHOICE SHRUBS

1. 'Limelight' *Hydrangea paniculata*
2. Little Lime® *Hydrangea paniculata*
3. Bobo® *Hydrangea paniculata*
4. Wine & Roses® *Weigela*
5. Little Quick Fire® *Hydrangea paniculata*
6. Incrediball® *Hydrangea arborescens*
7. Invincibelle Limetta® *Hydrangea arborescens*
8. Sprinter® *Buxus*
9. Fire Light® *Hydrangea paniculata*
10. Low Scape Mound® *Aronia*
11. Summer Wine® *Physocarpus*
12. North Pole® *Thuja*

TOP AWARD WINNERS IN NORTH AMERICA

For over 25 years, Proven Winners® has participated in independent trials across North America to judge the superiority of our plant genetics. We don't just think that our plants are the best; 166 independent trial sites can attest to our plants being exceptional.

Suncredible® Yellow *Helianthus*

Supertunia Mini Vista® Pink Star *Petunia*

ColorBlaze® Royale Pineapple Brandy™ *Coleus*

Sweet Caroline Medusa™ Green *Ipomoea*

Truffula™ Pink *Gomphrena*

TOP PERFORMERS IN **THE SOUTHEAST**

- Blue My Mind® *Evolvulus*
- Double Up™ White *Begonia*
- Sweet Caroline Medusa™ Green *Ipomoea*
- Vermillionaire® *Cuphea*
- Suncredible® Yellow *Helianthus*
- ColorBlaze® Royale Pineapple Brandy™ *Coleus*
- Heart of the Jungle® *Colocasia*
- ColorBlaze® Royale Apple Brandy™ *Coleus*
- Surefire® Red *Begonia*
- Coffee Cups *Colocasia*
- Unplugged® So Blue™ *Salvia*
- Rockin'® Blue Suede Shoes™ *Salvia*

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The #1 Plant Brand.®

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