

# Proven Winners® Marketing Campaign - HI

## Join Proven Winners & Pandora to reach YOUR local listeners!

For just 1.4¢ per impression, you can target local garden enthusiasts, specific demographics, and drive listeners to your website. You will also receive a report regarding your local campaign reach at the end of the campaign. You cannot get that with traditional radio or newspaper advertising!



Your logo will appear on your ad and will serve as a link to your website.

### 6-Week Campaign - Just \$350 - \$58 per week!

- Campaign dates are (choose one):
  - April 8 - May 12, 2019 (3/29 deadline)
  - May 6 - June 9, 2019 (4/26 deadline)
  - June 3 - July 14, 2019 (5/24 deadline)
- We will target gardeners within a 20-mile radius of your garden center's zip code, or you can provide us with a specific zip code.
- Your garden center will receive a minimum of **21,875 audio impressions** and **3,200 banner impressions**. Your banner ad can include your company logo and link to your website or Facebook page.
- Looking for a larger radius? More impressions? We can do it! Contact [tabatha@provenwinners.com](mailto:tabatha@provenwinners.com) or 601.527.5213 with any questions.

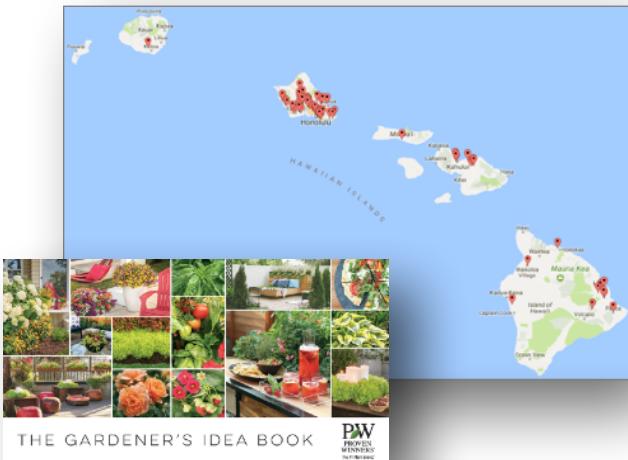
## Gardener's Idea Book Co-op

This spring, Proven Winners will mail out **500,000** copies of our popular *Gardener's Idea Books*.

Last spring, Proven Winners mailed out 400,000 copies- **112 in Hawaii**. 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, 2019, for custom prints and March 1, 2019, for standard. For more information & options, visit

[www.provenwinners.com/gib-co-op](http://www.provenwinners.com/gib-co-op)

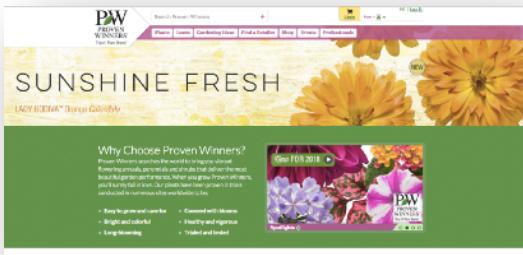


## Certification

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 2018, 7,752 employees become certified from over 1,000 retailers.

For more on this program, visit [www.provenwinners.com/certification](http://www.provenwinners.com/certification).



## Website

We've received over 4,000 visits to [provenwinners.com](http://provenwinners.com) from over 3,000 website users in Hawaii.

In addition, Hawaiian retailers selling Proven Winners have appeared as suggested retailers over **354** times on [provenwinners.com](http://provenwinners.com)

## Gardening Simplified

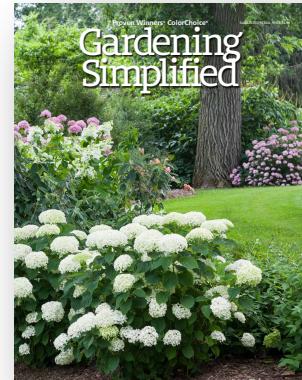
150,000 copies of Gardening Simplified, a 100-page shrub reference guide, full of quick tips, how-to's, and beautiful images of the entire Proven Winners® ColorChoice® collection, is printed every other year.

For more information, call 800-633-8859.



## A New Vision for Hardy Hydrangeas

Cut through the clouds of confusion with "A New Vision for Hardy Hydrangeas," which highlights only the most durable, easiest to grow hydrangeas, like panicle hydrangea (*H. paniculata*) and smooth hydrangea (*H. arborescens*). Over 40,000 copies have been distributed in the U.S. For more information, call 800-633-8859.



## Magazine Advertising

Proven Winners' ColorChoice print campaign is second to none, generating nearly 47 million impressions in 2018. Over **93,000 Hawaii subscribers** saw our ads.

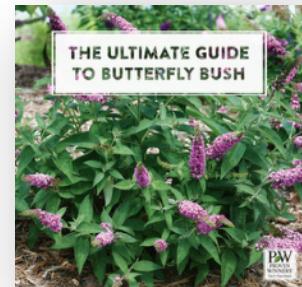
The varieties being promoted include:

Lo & Behold® Buddleia Series  
'Sweet Summer Love' Clematis  
Incrediball® Hydrangea series  
Invincibelle® Spirit II Hydrangea  
Sonic Bloom® Weigela series

Spilled Wine® Weigela  
Fire Light® Hydrangea  
Jazz Hands® Loropetalum series  
At Last® Rosa  
Bloomerang® Syringa series



## Sharable Social Media Graphics



## #1 Gardening Influencer

Proven Winners has partnered with Laura at Garden Answer, producing 100 videos annually featuring Proven Winners plants and shrubs.

With 467 million views, she's beloved by gardeners throughout the world.

**In Hawaii alone, she's had 70,000 views on YouTube, totaling 322,000 minutes - over 5,300 hours!**

Facebook Fans:

- Joanna Gaines - 2,698,284
- **Garden Answer - 2,346,119**
- Martha Stewart - 2,249,330
- Miracle-Gro® - 1,311,496
- Bonnie Plants - 370,054
- P. Allen Smith - 329,495



## 2019 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.

Proven Winners will be buying 1 billion impressions across many online & social media platforms promoting the National Plants of the Year, April 1st – June 15th.

For more information on this program, visit  
[www.provenwinners.com/Professionals\\_2019\\_National](http://www.provenwinners.com/Professionals_2019_National) and  
[www.nationalplantoftheyear.com](http://www.nationalplantoftheyear.com).



**Lemon Coral™**  
*Sedum*



**Shadowland®**  
'Autumn Frost' *Hosta*



**Summerific®**  
'Berry Awesome'  
*Hibiscus*



**Low Scape® Mound**  
*Aronia*



**At Last® Rosa**



**Fire Light® Hydrangea**



**Sonic Bloom® Weigela**  
series

## 2019 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.

Proven Winners will be buying **1 billion impressions** across many online & social media platforms promoting the National Recipes of the Year, April 1st – June 15th.

For more information on this program, visit [www.provenwinners.com/Professionals\\_2019\\_National](http://www.provenwinners.com/Professionals_2019_National) and [www.nationalplantoftheyear.com](http://www.nationalplantoftheyear.com).



### Grand Traverse

Supertunia® Black Cherry®  
*Petunia*  
Supertunia® Bordeaux™ *Petunia*  
Supertunia Vista® Fuchsia  
*Petunia*  
Graceful Grasses® Prince Tut™  
*Cyperus*

### Irresistible

Superbells® Yellow *Calibrachoa*  
Laguna® Ultraviolet™ *Lobelia*  
Sunsatia® Blood Orange™ *Nemesia*  
Graceful Grasses® Purple Fountain  
*Grass Pennisetum*



### Pumpkin Spice Latte

Sunsatia® Blood Orange™ *Nemesia*  
Supertunia® Latte™ *Petunia*  
Superbena® Royale Plum Wine  
*Verbena*  
Graceful Grasses® Purple Fountain  
*Grass Pennisetum*

### Sparkle and Glow

Superbells® Grape Punch™  
*Calibrachoa*  
Laguna® Ultraviolet™ *Lobelia*  
Superbena Sparkling® Amethyst  
*Verbena*  
Meteor Shower® *Verbena*

### Strawberry Sauce

Superbells® Strawberry Punch™  
*Calibrachoa*  
Laguna® White *Lobelia*  
Superbena® Royale Romance  
*Verbena*  
Graceful Grasses® 'Sky Rocket'  
*Pennisetum*