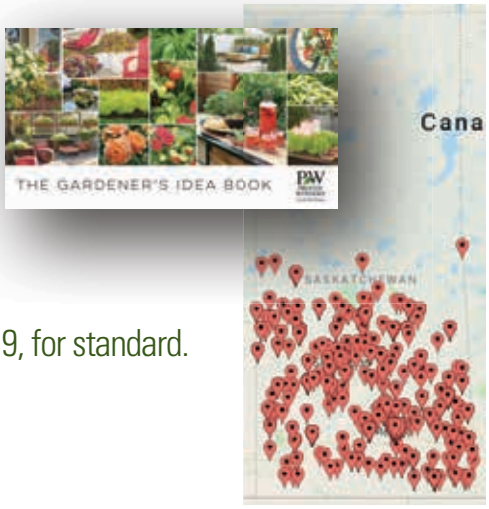
Proven Winners® Marketing Campaign - SK

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- **845 in Saskatchewan.** Additionally, each year, Proven Winners provides FREE *Gardener's Idea Books* to retailers to mail to their customers if they pay for the postage.

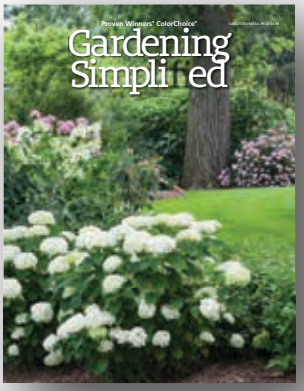
The sign up deadline is January 18, 2019, for custom prints and March 1, 2019, for standard. For more information & options, visit **www.provenwinners.com/gib-co-op**

Website

We've received over **27,457** visits to **provenwinners.com** from over **15,619** website users in **Saskatchewan**.

In addition, Saskatchewan retailers selling Proven Winners have appeared as suggested retailers over **6,249** times on **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 220 copies have been distributed in Canada. For more information, call 800-633-8859.

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. Of those, **3 retailers & 34 employees** were from from **Saskatchewan**.

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

Magazine Advertising

Proven Winners' ColorChoice print campaign is second to none, generating nearly 47 million impressions. Of those, **160,042** were in **Saskatchewan**.

The varieties being promoted include:

- 'Sweet Summer Love' Clematis
- Fire Light® Hydrangea
- Bloomerang® Syringa series
- At Last® Rose

Sharable Social Media Graphics

Billboards

In 2018, Proven Winners had 70 billboards generating over 102 million impressions. These billboards were in 12 states and 4 provinces. We will continue this campaign in 2019 although locations have not been secured.

#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 Canada alone, she's had over 3,098,000 views on YouTube, totaling 15.2+ MILLION minutes - over 253,000 hours!

Facebook Fans:

- Joanna Gaines - 3,306,885
- **Garden Answer - 2,447,974**
- Martha Stewart - 2,347,880
- Miracle-Gro® - 1,311,496
- P. Allen Smith - 345,496

Top 10 Best-Selling Annuals in Canada

1. Supertunia® Royal Velvet® Petunia
2. Supertunia® Bordeaux™ Petunia
3. Snowstorm® Giant Snowflake® Sutera
4. Supertunia Vista® Bubblegum® Petunia
5. Diamond Frost® Euphorbia
6. Superbells® Lemon Slice®
7. Supertunia Vista® Fuchsia Petunia
8. Supertunia® White Petunia
9. Supertunia Vista® Silverberry Petunia
10. Supertunia® Royal Magenta™ Petunia

Top 8 Best-Selling Perennials in Saskatchewan

1. Prairie Winds® ‘Blue Paradise’ Schizachyrium
2. ‘Cat’s Meow’ Nepeta
3. ‘Midnight Masquerade’ Penstemon
4. ‘Denim ’n Lace’ Perovskia
5. ‘Chantilly Lace’ Aruncus
6. Shadowland® ‘Autumn Frost’ Hosta
7. Shadowland® ‘Coast to Coast’ Hosta
8. ‘Bottle Rocket’ Ligularia

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 and 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** and **www.nationalplantoftheyear.com**.

Grand Traverse

Supertunia® Black Cherry® *Petunia*
Supertunia® Bordeaux™ *Petunia*
Supertunia Vista® Fuchsia

Irresistible

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

RECIPE OF THE YEAR™

Pumpkin Spice Latte

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

Sparkle and Glow

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

Strawberry Sauce

Superbells® Strawberry Punch™ *Calibrachoa*
Laguna® White *Lobelia*
Superbena® Royale Romance *Verbena*