



Each year, Proven Winners® invests millions of dollars to bring eager gardeners to your garden center. Are you taking advantage?

8

**WAYS TO MAKE
PROVEN WINNERS®
COLORCHOICE®
MARKETING WORK FOR YOU**

ONE

STOCK PROVEN WINNERS® COLORCHOICE® SHRUBS

Take advantage of Proven Winners® marketing by carrying the plants gardeners will be asking for.

Consumer Print & Digital Advertising

Each year, Proven Winners® ColorChoice® Flowering Shrubs generates 42.5 million print impressions and 34 million online impressions targeting casual and passionate gardeners across North America - including your hometown. The facing chart outlines the print promotion of these plants:

- LO & BEHOLD® *Buddleia* series
- *Clematis* 'Sweet Summer Love'
- CHIFFON® *Hibiscus* series
- INCREDIBALL® *Hydrangea* series
- INVINCIBELLE® *Hydrangea* series
- LET'S DANCE® *Hydrangea* series
- BOBO® *Hydrangea*
- FIRE LIGHT® *Hydrangea*
- JAZZ HANDS® *Loropetalum* series
- AT LAST® *Rosa*
- OSO EASY® *Rosa* series
- BLOOMERANG® *Syringa* series
- SONIC BLOOM® *Weigela* series
- SPILLED WINE® *Weigela*

Consumer Radio Advertising

Proven Winners® ColorChoice® Pandora Internet Radio ads target 25 million home and gardening enthusiasts. Additionally, broadcast radio ads run from Mother's Day to mid-June in over 15 major markets, targeting 47.7 million listeners.

2019 Shrubs of the Year

The Proven Winners® expanded National Plant of the Year program will highlight four shrubs with expanded promotional campaigns.

- Hydrangea of the Year:
FIRE LIGHT® *H. paniculata*
- Flowering Shrub of the Year:
SONIC BLOOM® *Weigela* series
- Landscape Shrub of the Year:
LOW SCAPE® Mound *Aronia*
- Rose of the Year: AT LAST® *Rosa*

Garden Writers

Each year, a specially curated group of 300 garden communicators across North America receive new varieties to trial in their gardens - and feature in major publications, blogs, radio, and presentations. The 2018 flowering shrub distribution included:

- DOUBLE TAKE PEACH™
Chaenomeles
- WHITE PILLAR® *Hibiscus*
- TUFF STUFF AH-HA® *Hydrangea*
- INVINCIBELLE MINI
MAUVETTE® *Hydrangea*
- INVINCIBELLE WEE WHITE®
Hydrangea
- JAZZ HANDS® Variegated
Loropetalum
- DOULBE PLAY DOOZIE® *Spiraea*



2019-2020 Proven Winners® ColorChoice® Shrubs Print Advertising

* ALL PLACEMENTS SUBJECT TO CHANGE

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
U.S. National Publications	2019												2020												
American Rose			AL		OE		AL								AL		OE		AL						
Better Homes and Gardens			B	FL											LB	AL									
BHG Country Gardens SIP			S		AL										AL		C								
Fine Gardening	S		AL		IR		S		AL		SB		C		AL		IR		DR		AL		S		
Garden Gate	FL		B		SB		OE		IS		AL		FL		B		SB		OE		IS		AL		
HGTV Magazine			B	FL											AL	BB									
Living the Country Life			H												H										
Magnolia Journal		LB			I									JH			C								
Southern Home			JH		LB										JH		LB								
Southern Living Magazine	JH	LB											JH	C											
Sunset Magazine	JH	LB											JH	C											
U.S. Regional Publications																									
Alabama Gardener	JH	JH	JH										JH	JH	JH										
Arkansas Gardener	LD	AL	LB										JH	JH	JH										
Carolina Gardener	AL	AL	LB										JH	JH	JH										
Chicagoland Gardening					AL		IR		AL								FL		DR		IR				
Georgia Gardening	JH	JH	AL										JH	JH	JH										
Indiana Gardening					SW		AL		OE								FL		AL		IR				
Iowa Gardener					SW		I		IS								FL		AL		IR				
Kansas City Gardener			SB	LD	LB										AL	IR	C								
Kentucky Gardener	SB	LD	AL										JH	JH	JH										
Louisiana Gardener	JH	JH	JH										JH	JH	JH										
Michigan Gardener			AL		IR		BB								AL	IR	BB								
Michigan Gardening					IR		AL		FL								FL		AL		IR				
Minnesota Gardener					FL		I		OE								FL		AL		IR				
Mississippi Gardener	JH	JH	JH										JH	JH	JH										
Missouri Gardener					SW		LD		LB								DR		AL		IR				
New England Home			SB		AL										SB		AL								
Northern Gardener			OE		AL		IS		BB						AL		IR		DR		BB				
Ohio Gardener					AL		IR		IR								FL		AL		IR				
Oklahoma Gardener	SB	LD	FL										AL	C	LD				DR		AL		IR		
Pennsylvania Gardener					B		AL		S								DR		AL		IR				
Tennessee Gardener	SB	LD	AL										AL	C	LD				DR		AL		IR		
Texas Gardener	OE	LB	LB		JH		OE		JH		LB		OE	LB	LB		JH		OE		JH		LB		
Virginia Gardener		SW	LB	AL									AL	C	LD										
Wisconsin Gardening					B		AL		IS								DR		AL		IR				
Canadian Publications																									
Food and Drink			AL												DR										
The Gardener			AL		IR				FL						AL		IR				FL				
Harrowsmith			B												B										
House & Home (English & French)			B	FL											B	FL									

LB LO & BEHOLD® <i>Buddleia</i>	S <i>Clematis</i> ‘Sweet Summer Love’	C CHIFFON® <i>Hibiscus</i>	I INCREDIBALL® <i>Hydrangea</i>
IS INVINCIBELLE® Spirit II <i>Hydrangea</i>	IR INVINCIBELLE® <i>Hydrangea</i>	LD LET’S DANCE® <i>Hydrangea</i>	BB BOBO® <i>Hydrangea</i>
FL FIRE LIGHT® <i>Hydrangea</i>	JH JAZZ HANDS® <i>Loropetalum</i>	AL AT LAST® <i>Rosa</i>	OE OSO EASY® <i>Rosa</i>
DR OSO EASY DOUBLE RED™ <i>Rosa</i>	B BLOOMERANG® <i>Syringa</i>	SB SONIC BLOOM® <i>Weigela</i>	SW SPILLED WINE® <i>Weigela</i>

TWO GET SOCIAL

292K
LIKES

PWCOLORCHOICE +
PROVENWINNERS



16.5K
FOLLOWERS

@PROVEN_WINNERS



37K

FOLLOWERS

PROVEN WINNERS
PLANTS



7 mil
VIEWS

PROVEN WINNERS
FLOWERING SHRUBS



35.1K
FOLLOWERS

PWCOLORCHOICE +
PROVENWINNERS



10K+
SAVES

PROVENWINNERS



ZINFIN DOLL® Hydrangea: 2018 CHAMPION

274.5K
VOTES

7.4K
ENTRIES

3.1K
BRACKETS

SHRUB MADNESS 2018



Just how excited do people get about shrubs? See for yourself on social media! Interesting and inspiring visual content is posted every day. You don't even need your own account on any of these social media channels to see what is happening – just visit the site and type in the Proven Winners® name. Active on social media? Bring the discussion to your pages by sharing content.

Shrub Madness®

Each March during Shrub Madness®, a bracket-style tournament with 64 flowering shrub varieties as competitors, gardeners across North America vote their favorites through round after round to crown one shrub champion. It's an inside look at what your customers want and need in their yards, what they respond to, and what they'll be looking for when planting season begins. Follow the action and play along each March.

Subscribe to our consumer newsletter to find out more: www.ProvenWinners-Shrubs.com/cat-signup.

www.shrubmadness.com

Shareable Videos

Videos are how today's consumers get inspired and learn how to garden. We've partnered with popular gardeners like Laura and Aaron from Garden Answer (*pictured*) to film fresh video content you can share from our YouTube channels. There is also a library of quick, 30-second spotlight videos making it easy for customers and staff to get to know Proven Winners® ColorChoice® shrubs. New videos are added every week!

Social Media Content

Professional quality, eye-catching graphics are ready for you to download and share. Select from images pre-sized for Facebook, Twitter, Instagram, or Pinterest.

www.provenwinners.com/share



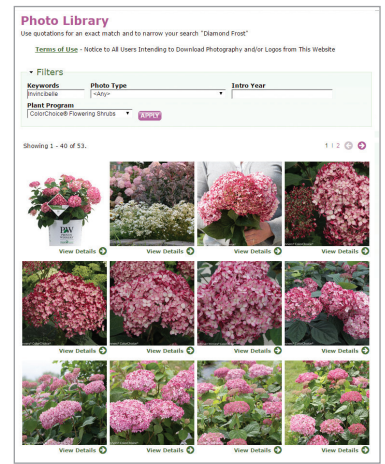
WINECRAFT BLACK® SMOKEBUSH



THREE UTILIZE THE PHOTO LIBRARY

Need images for your newsletters, advertising, websites, or social media? Quality, high and low resolution images of close-ups, cut-outs, landscape shots, and more - it's waiting for you in the image library. Be sure to select "ColorChoice® Flowering Shrubs" from the program menu to narrow your results. A variety of photo types are offered. It may be helpful to search with a keyword and a photo type if you have something specific in mind. If you cannot find what you are looking for on the website, please contact Shannon Downey: Shannon@springmeadownursery.com or 1-616-223-3368. The photography database is always expanding.

www.provenwinners.com/images



FOUR DISTRIBUTE PUBLICATIONS

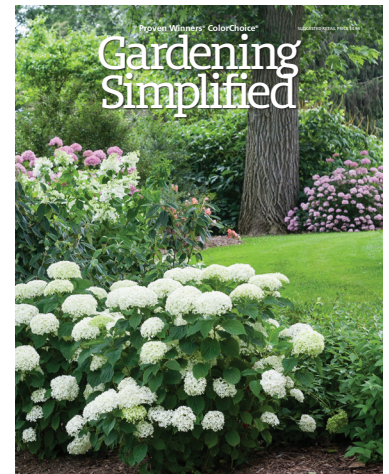
Gardening Simplified

Hosting an event? Treat your attendees to 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. It's free! Contact Diane Fullerton for your event copies: Diane@springmeadownursery.com or 1-616-414-7380.

Gardener's Idea Book

Make sure the Proven Winners® Gardener's Idea Book reaches customers in your area by taking advantage of an exclusive customized mailing offer. Proven Winners® will pay for the books, address them to your customers, and even include a customized promotional message for your garden center. All you have to do is provide an Excel file with a mailing list and pay the postage costs. Contact Sandy Wentworth for details: Sandy@provenwinners.com or 1-815-895-1872.

www.provenwinners.com/retailer-gardeners-idea-book-co-op



FIVE HOST A PINK DAY

How much good can one industry do?

Proven Winners® ColorChoice® knew Invincibelle® Spirit hydrangea was a special plant when it was introduced in 2009, and that's why they partnered with the Breast Cancer Research Foundation® (BCRF). In addition to donating one dollar for every plant sold, Invincibelle® Spirit and Invincibelle® Spirit II *Hydrangea arborescens* serve as the heart of hundreds of Pink Day fundraisers hosted at independent garden centers across the United States and Canada. As an industry, we've reached our one million dollar goal for BCRF through plant sales and Pink Day fundraisers.

Hosting a Pink Day is an opportunity to mobilize your community, build staff morale, and fill your garden center with customers while raising money for an important cause. One in eight women will be diagnosed with breast cancer, as will one in one hundred men. Breast cancer has impacted countless lives, and the only way to reverse the trend is to support medical and scientific research that seeks a cause and cure to this disease.

Contact Natalie Carmolli for more information: Natalie@springmeadownursery.com or 1-616-223-3366.



SIX

CERTIFY YOUR GARDEN CENTER

Establish your garden center as the go-to resource for local gardening expertise.

Take advantage of this free staff training program and become a Certified Proven Winners® Retailer. You'll have a more confident staff that is knowledgeable in the characteristics, growth habits, care requirements, and new varieties of Proven Winners® annuals, perennials, and shrubs. Certified Proven Winners® Retailers also receive a priority listing on the online retailer locator which is displayed prominently throughout the Proven Winners® website for millions of visitors to access.

The program runs from February 1 through May 1 each year. Contact Sandy Wentworth with questions: Sandy@provenwinners.com or 1-815-895-1872.

www.provenwinners.com/training



SEVEN

BE THE EXPERT

Hydrangea paniculata



FIRE LIGHT®
Hydrangea paniculata 'SMHFF1', pp#25,135, cb#5160

Deep pink-red summer flowers

Fire Light® hydrangea is the new standard to measure all hardy hydrangeas. Upright panicles are packed with florets that transform from pure white to rich, pomegranate-pink. Its thick, sturdy stems present well in container as well as the garden.

DEEP PINK-RED FLOWER COLOR | PRUNE IN LATE WINTER
FLOWER COLOR IS NOT AFFECTED BY SOIL PH

PW PROVEN WINNERS
www.provenwinners-shrubs.com

Rosa



AT LAST®
Rosa 'HORG0JL' pp#27541, cb#5631

Finally – a fragrant, disease resistant rose!

We know you love your disease resistant roses, but that you've missed the classic rose fragrance they've never been able to provide. At Last rose changes all that by offering lush, full flowers with a true rose scent. Its romantic apricot-peach blooms are self-cleaning and appear continuously on the plant without deadheading. Glossy, deep green foliage stays free of black spot and powdery mildew.

FRAGRANT BLOOMS | LOW MAINTENANCE | SELF-CLEANING | REBLOOMING
CUT BACK TO LARGE BUDS IN EARLY SPRING

PW PROVEN WINNERS
www.provenwinners-shrubs.com

Weigela florida

SONIC BLOOM® Reblooming Weigela



Sonic Bloom® Pink
Weigela florida 'Bokrasopin' pp#24,572, cb#4597



Sonic Bloom® Pearl
Weigela florida 'Bokrasopea' pp#24,585, cb#4598



Sonic Bloom® Pure Pink
Weigela florida 'SMBW08' pp#41, cb#41



Sonic Bloom® Red
Weigela florida 'Varwigel-6' pp#24,132, cb#46716

These new varieties have the strongest reblooming ever seen in weigelas, with loads of flowers in May followed by waves of blooms until frost. Sonic Bloom weigelas are good additions to mixed borders and also make a great low foundation planting.

DEER-RESISTANT | ATTRACTS HUMMINGBIRDS | TOLERATES CLAY SOILS
PRUNE TO SHAPE AFTER SPRING FLOWERING

PW PROVEN WINNERS
www.provenwinners-shrubs.com

SIZE & SHAPE 4'-5' TALL AND WIDE
10' | • USDA 4, AHS B
• FULL SUN/
PART SHADE
• SPACING 3'-4'

Sonic Bloom® is a registered trademark of Topper Rose Company

A well-informed staff not only ensures higher sales, it also elevates your customers' trust in your business and leads to more positive online reviews. You may not have the time for in-depth training, so let our informative spec sheets do it for you. Available for every Proven Winners® ColorChoice® shrub variety, these colorful one-page guides provide a clear, succinct description of the plant. Large photos depict the shrub in the landscape and include a close-up of the flowers where relevant, and simple icons show the plant's habit at a glance. Spec sheets can be downloaded at springmeadownursery.com/resources, or contact Shannon Downey: Shannon@springmeadownursery.com or 1-616-223-3368 with a list of varieties you'd like, and we can email you the pdfs.



Eye-catching, professionally designed POP offers fully customizable messaging, from welcoming customers to the destination to indicating specific varieties and their benefits. *Clockwise from left:* Cedar Rim Nursery, BC; Homestead Gardens, MD; Van Wilgen's Garden Center, CT; Lurvey Home & Garden Center, IL

EIGHT CREATE A PROVEN WINNERS DESTINATION

No matter what your POP needs may be, Proven Winners® has a solution for you. Choose from a comprehensive selection of ready-made POP from our online store and have it delivered within 48 hours. Or take it a step further by creating a Proven Winners® ColorChoice® destination.

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.

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. For more information, contact Jessica DeGraff at Jessica@provenwinners.com or 1-616-706-7970 or Meghan Owens at Meghan@provenwinners.com or 1-207-572-0465.



12601 120th Avenue
Grand Haven, MI 49417
SpringMeadowNursery.com