



8

**WAYS TO MAKE
PROVEN WINNERS®
COLORCHOICE®**

MARKETING WORK FOR YOU

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



ONE

STOCK THE PROVEN WINNERS®
COLORCHOICE® SHRUBS GARDENERS
WILL BE ASKING FOR.

LANDSCAPE
SHRUB OF
THE YEAR



Landscape Shrub of the
Year: KODIAK® Orange
Diervilla

HYDRANGEA
OF THE YEAR



Hydrangea of the Year:
TUFF STUFF AH-HA®
Hydrangea

FLOWERING
SHRUB
OF THE YEAR



Flowering Shrub of the
Year: PUGSTER BLUE®
Buddleia

ROSE OF
THE YEAR



Rose of the Year:
OSO EASY
ITALIAN ICE® *Rosa*

2021 Shrubs of the Year

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

- Promotion at consumer gardening shows
- Point of purchase materials
- Print ads in major consumer publications
- Targeted digital ads
- WGN radio promotion
- NationalPlantoftheYear.com website
- Social media content
- YouTube Shrubs of the Year playlist

Consumer Radio Advertising

Proven Winners ColorChoice brings broadcast and streaming radio listeners an inspiring brand message from March through Father's Day. Our radio campaigns roll out from South to North, reaching adults on morning and afternoon programming in markets across North America. Our ads are read by Laura from Garden Answer, a familiar voice to millions, and prominently feature mentions of our recognizable white container and the value of shrubs like roses, hydrangeas, and lilacs.

Garden Writers Samples

Each year, a specially curated group of over 200 garden communicators across North America receive two shrub varieties to trial in their gardens. In turn, these plants are often featured in publications, blogs, radio programs, presentations, and on social media. The 2020 flowering shrub distribution, in three zone-appropriate ranges, includes:

- MY MONET PURPLE EFFECT™ *Weigela* and RINGO™ *Rosa*
- PERFECTO MUNDO® Double Pink Azalea and SCENTLANDIA® *Itea*
- WAXWING™ Orange *Coprosma*

We also send hundreds of sample plants to major publications such as *Better Homes & Gardens* and *Garden Gate*, public gardens, festivals, meetings, and conferences.

Consumer Print Advertising

Each year, Proven Winners® ColorChoice® Flowering Shrubs generates 98 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 Home & Gardens*
- *Birds & Blooms*
- *Canadian Living*
- *Fine Gardening*
- *Garden Gate*
- *HGTV magazine*
- *Reveal*
- *Southern Living*

And in more than 25 additional national and regional publications. All consumer advertising artwork can be found on our website at ProvenWinners-Shrubs.com. For the most up-to-date list of placements in consumer and print publications, please contact Natalie Carmolli: Natalie@SpringMeadowNursery.com



PUGSTER BLUE® *Buddleia*



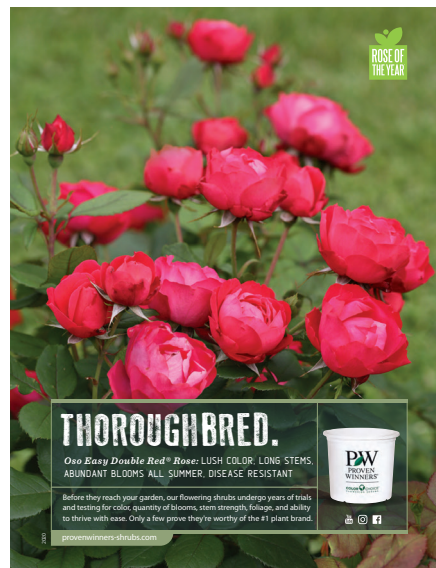
OSO EASY ITALIAN ICE® *Rosa*



TUFF STUFF AH-HA® *Hydrangea*



Blue CHIFFON® *Hibiscus*



OSO EASY DOUBLE RED® *Rosa*



INVINCIBELLE RUBY® *Hydrangea*

Also look for:

- LO & BEHOLD® *Buddleia* series
- INVINCIBELLE® Spirit II *Hydrangea*
- LET'S DANCE® *Hydrangea* series
- BOBO® *Hydrangea*
- FIRE LIGHT® *Hydrangea*
- YEZBERRY® *Lonicera*
- JAZZ HANDS® *Loropetalum* series
- AT LAST® *Rosa*
- OSO EASY® *Rosa* series
- DOUBLE PLAY DOOZIE® *Spiraea*
- BLOOMERANG® *Syringa* series
- SONIC BLOOM® *Weigela* series

TWO GET SOCIAL

411.7K
FOLLOWERS
PWCOLORCHOICE +
PROVENWINNERS



18K
FOLLOWERS
@PROVEN_WINNERS



5.5mil
MONTHLY VIEWS
PROVEN WINNERS
PLANTS



12.1 mil
VIEWS
PWCOLORCHOICE
VIDEO



8.6 mil
VIEWS
PROVEN WINNERS
FLOWERING SHRUBS



138.8K
FOLLOWERS
PWCOLORCHOICE +
PROVENWINNERS



384.5K
VOTES

7.1K
ENTRIES

5.4K
BRACKETS

OSO EASY ITALIAN ICE® Rose

SHRUB MADNESS 2020 CHAMPION



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.

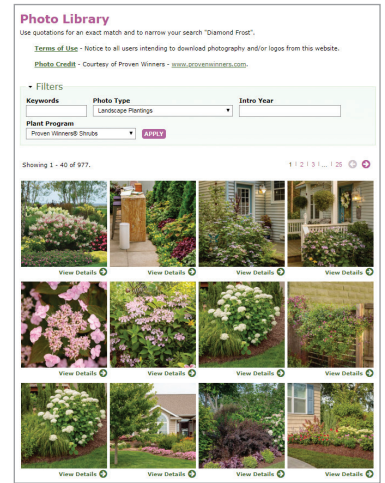
www.provenwinners.com/share



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 "Proven Winners® 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



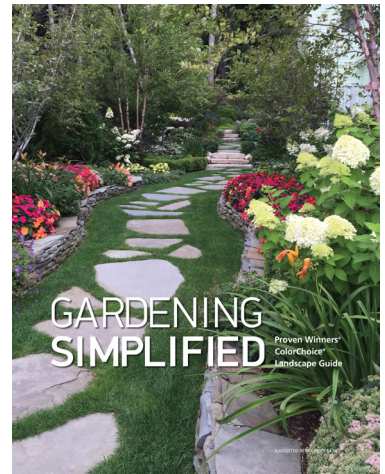
FOUR DISTRIBUTE PUBLICATIONS

Gardening Simplified

Our newly redesigned Gardening Simplified Landscape Guide is the perfect piece to hand out at events. This 100 page magazine not only depicts the 300+ shrubs we offer, and it shows how to implement them in the landscape. Whether your customers are home gardeners, landscapers, retailers, or growers, they'll find new ideas and inspiration. Request copies from Diane Fullerton: 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 pay the postage costs. Contact Sandy Wentworth for details: Sandy@provenwinners.com or 1-815-895-1872.



FIVE HOST A PINK DAY

When you carry the Invincibelle® Spirit II *Hydrangea arborescens*, you have invested in a built-in cause marketing opportunity. In addition to donating \$1 for every plant sold, this beautiful, pink hydrangea has been the heart of hundreds of Pink Day fundraisers hosted at independent garden centers across North America. Through these efforts, we have raised over one million dollars for the Breast Cancer Research Foundation®, bringing us one step closer to a cure. But there's more work to be done...

Mobilize your community around the power of the Invincibelle® Spirit II hydrangea by hosting a pink-themed cause marketing event at your garden center. These events build staff morale and fill your garden center with customers, while raising money for an important cause. You might be surprised to see how powerful a Pink Day can be.

For more information about the Invincibelle Spirit Campaign for a Cure, or about how to host your own Pink Day, including tips for success and a step-by-step Pink Day planning guide, contact Natalie Carmolli: Natalie@SpringMeadowNursery.com, call 1-616-223-3366 or go to InvincibelleSpirit.net.



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. Also, your garden center will be given an active priority listing in your local area on the Proven Winners website, prominently displayed 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

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 DeGraaf at Jessica@provenwinners.com or 1-616-706-7970 or Meghan Owens at Meghan@provenwinners.com or 1-207-572-0465.



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