



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 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 171.3 million print impressions and 111 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
- PUGSTER® *Buddleia* series
- Clematis 'Sweet Summer Love'
- CHIFFON® *Hibiscus* series
- INVINCIBELLE® *Hydrangea* series
- LET'S DANCE® *Hydrangea* series
- BOBO® *Hydrangea*
- FIRE LIGHT® *Hydrangea*
- TUFF STUFF AH-HA® *Hydrangea*
- JAZZ HANDS® *Loropetalum* series
- AT LAST® *Rosa*
- OSO EASY® *Rosa* series
- BLOOMERANG® *Syringa* series

Consumer Radio Advertising

Proven Winners® ColorChoice® Pandora Internet Radio ads target 30 million home and gardening enthusiasts. Additionally, broadcast radio ads run from Mother's Day to mid-June in over 40 out of the top 60 major markets, generating 67.3 million additional consumer impressions.

2020 Shrubs of the Year

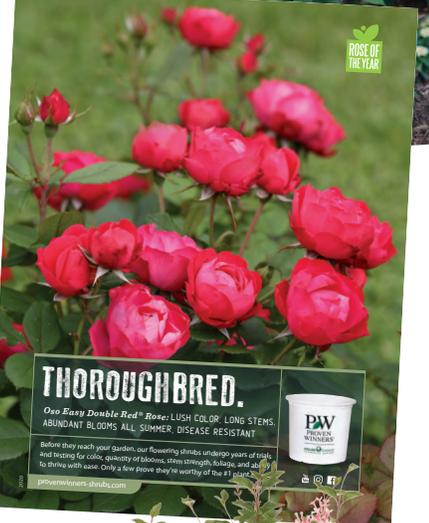
The Proven Winners® expanded National Plant of the Year program will highlight four shrubs with expanded promotional campaigns.

- Hydrangea of the Year:
INVINCIBELLE® Ruby *Hydrangea*
- Flowering Shrub of the Year:
Blue CHIFFON® *Hibiscus*
- Landscape Shrub of the Year:
GEM BOX® *Ilex glabra*
- Rose of the Year: OSO EASY
DOUBLE RED® *Rosa*

Garden Writers

Each year, a specially curated group of over 350 garden communicators across North America receive new varieties to trial in their gardens - and feature in major publications, blogs, radio, and presentations. The 2019 flowering shrub distribution included:

- LOW SCAPE MOUND® *Aronia*
- FLYING MACHINE® *Forsythia*
- INFINITINI® Purple
Lagerstroemia
- OSO EASY PEASY® *Rosa*
- BLOOMERANG® Dwarf Pink
Syringa
- MY MONET PURPLE EFFECT™
Weigela
- SONIC BLOOM® Pure Pink *Weigela*



2020-2021 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													2021											
American Rose			AL		OE		DR								DR		AL		OE					
Better Homes and Gardens			C	DR											P	AL								
Country Gardens			DR		C										OE		P							
Fine Gardening	C		AL		I		DR		AL		S		OE		TS		C		I		AL		FL	
Garden Gate	FL		B		C		DR		I		AL		OE		P		C		TS		I		AL	
HGTV Magazine				I	C										OE		P							
Magnolia Journal			JH			C									P			OE						
Southern Living Magazine		JH	C											LB	JH									
Sunset Magazine		JH	C											C	P									
U.S. Regional Publications																								
Alabama Gardener	JH	JH	JH										JH	JH	JH									
Arkansas Gardener	JH	JH	JH										JH	JH	JH									
Carolina Gardener	JH	JH	JH										JH	JH	JH									
Chicagoland Gardening					FL		DR		I								FL		DR		I			
Georgia Gardening	JH	JH	JH										JH	JH	JH									
Indiana Gardening					FL		AL		I								C		DR		I			
Iowa Gardener					FL		AL		I								FL		DR		I			
Kansas City Gardener			AL	I	C										OE	P	I							
Kentucky Gardener	JH	JH	JH										JH	JH	JH									
Louisiana Gardener	JH	JH	JH										JH	JH	JH									
Michigan Gardener				FL	DR		I									DR	TS		C					
Michigan Gardening					AL		I		BB								FL		AL		I			
Minnesota Gardener					FL		AL		I								FL		AL		I			
Mississippi Gardener	JH	JH	JH										JH	JH	JH									
Missouri Gardener					DR		AL		I								C		DR		I			
Northern Gardener			AL		I		DR		BB						B		DR		BB		AL			
Ohio Gardener					FL		AL		I								C		AL		I			
Oklahoma Gardener		AL	C	LD										AL	C	LD								
Pennsylvania Gardener					DR		AL		I								C		DR		I			
Tennessee Gardener		AL	C	LD										AL	C	LD								
Texas Gardener	JH		LB		JH		DR		JH		C		JH		JH		JH		C		C		C	
Virginia Gardener		AL	C	LD										AL	C	LD								
Wisconsin Gardening					DR		AL		I								FL		DR		I			
Canadian Publications																								
Food and Drink				DR												AL								
The Gardener			AL		I			FL							B		OE			TS				
Harrowsmith			DR												TS									
Vert				I												FL								

- LB** LO & BEHOLD® *Buddleia*
- P** PUGSTER® *Buddleia* (ft. PUGSTER BLUE®, 2021 Shrub of the Year)
- S** Clematis 'Sweet Summer Love'
- C** CHIFFON® *Hibiscus* (ft. Blue CHIFFON®, 2020 Shrub of the Year)
- I** INVINCIBELLE® *Hydrangea* (ft. INVINCIBELLE® Ruby, 2020 Hydrangea of the Year)
- LD** LET'S DANCE® *Hydrangea*
- BB** BOBO® *Hydrangea*
- FL** FIRE LIGHT® *Hydrangea*
- TS** TUFF STUFF AH-HA® *Hydrangea* (2021 Hydrangea of the Year)
- JH** JAZZ HANDS® *Loropetalum*
- AL** AT LAST® *Rosa*
- OE** OSO EASY® *Rosa* (ft. OSO EASY ITALIAN ICE®, 2021 Rose of the Year)
- DR** OSO EASY DOUBLE RED® *Rosa* (2020 Rose of the Year)
- B** BLOOMERANG® *Syringa*

TWO GET SOCIAL

323K

LIKES

PWCOLORCHOICE +
PROVENWINNERS



17.2K

FOLLOWERS

@PROVEN_WINNERS



61K

FOLLOWERS

PROVEN WINNERS
PLANTS



11.6 mil

VIEWS

PWCOLORCHOICE
VIDEO



7.7 mil

VIEWS

PROVEN WINNERS
FLOWERING SHRUBS



66.7K

FOLLOWERS

PWCOLORCHOICE +
PROVENWINNERS



287.8K

VOTES

6.2K

ENTRIES

3.7K

BRACKETS

TUFF STUFF AH-HA® Hydrangea

SHRUB MADNESS 2019 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

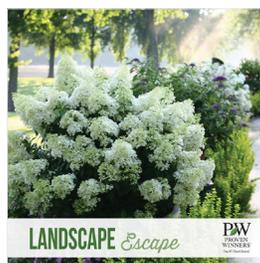
Shareable Videos

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.

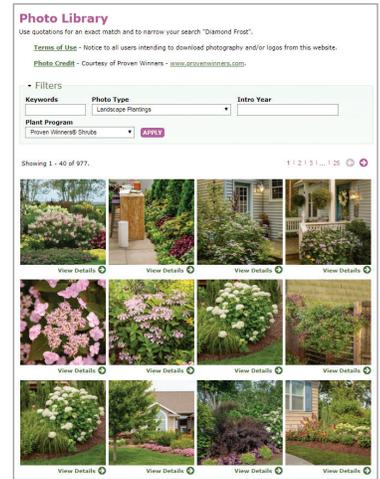
www.provenwinners.com/share



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



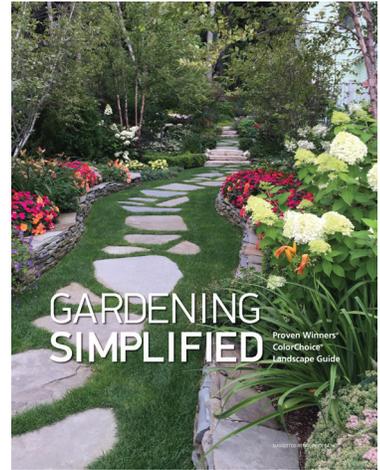
FOUR DISTRIBUTE PUBLICATIONS

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

Rosa



OSO EASY® Double Red
Rosa "Meiseporia" pp#26.238

Floriferous and disease-resistant
Doubled flowers are bright red with orange undertones. This seedling of Double Knock Out® maintains a nice rounded habit and has excellent disease resistance.

DISEASE-RESISTANT | REBLOOMER | MAY BE TRIMMED IN SPRING IF NEEDED

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Hibiscus syriacus



BLUE CHIFFON®
Hibiscus syriacus "Notwoodthree", pp#20.574, cbr#3583

Strong-growing blue
Rich blue flowers in late summer. Use as a dramatic summer hedge or accent plant.

DEER-RESISTANT | HEAT-TOLERANT | EXTREMELY ADAPTABLE
TOLERATES CLAY SOIL AND BLACK WALNUT | POLLINATOR FRIENDLY

PW PROVEN WINNERS
www.provenwinners-shrubs.com

Hydrangea arborescens



INVINCIBELLE® Ruby
Hydrangea arborescens "NICA3" pp#28.317, tbraf

Dark burgundy red flower buds open to two-toned blooms: bright ruby red and silvery pink florets. This strong rebloomer has sturdy stems and dark, attractive foliage for an outstanding flower presentation. This cold-hardy *Hydrangea* is a very reliable bloomer that is great for landscaping and also for cut flowers.

NATIVE | HARDY | RELIABLE | PRUNE IN LATE WINTER
SOIL DOES NOT AFFECT FLOWER COLOR

- SIZE & SHAPE
- 2 - 3' TALL
- AND WIDE



- SPACING 2 - 4'
- USDA Z. 4-9
- FULL SUN

PW PROVEN WINNERS
www.provenwinners-shrubs.com

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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