

Canadian Marketing

MARKETING



No Other Brand Invests More in Your Success

When you partner with Proven Winners, you receive far more than quality plants. No other brand in the industry implements such a comprehensive marketing plan to assist growers and retailers, and to reach consumers from every angle. We are building brand awareness and demand through multiple touchpoints daily. Here is an overview of the marketing strategies we will be employing in 2024.

NATIONAL MARKETING EFFORTS

Support for Canada's "Life the Garden Life" Campaign

Live the Garden Life is a program developed by Gardens Canada to educate and inspire Canadians about the vital impact gardens and gardening have on the quality of life, at home, in communities, and across Canada. It builds upon Canada's Year of the Garden 2022 campaign, for which Proven Winners was a founding sponsor, with this new promotion set to run from 2023 through 2025. Proven Winners will be providing content for the program which will be purveyed by Gardens Canada in promotions across the country.



Outdoor Advertising

Billboard advertising will generate over 100 million impressions in the top Canadian DMAs in 2024. The majority of Canadian billboard advertising will be done on digital boards which offer the unique opportunity to advertise at peak times. We've contracted spots on these boards to run during retailers' busiest selling season to maximize their effectiveness. Learn more on page 16.



Audio and Visual Streaming Advertising

iHeart boasts a large audio streaming network in Canada with 109 licensed radio stations in 58 markets and an impressive podcast network. Proven Winners will continue to stream audio and banner advertising on both.



Video continues to grow and outperform traditional cable and satellite services. We will run short-form ads across these OTT platforms in 2024. These ads will be 100% viewable on screen and run before, during and after video content.

Digital Ads

We will continue to invest in Google Display Retargeting, Facebook, Instagram and Pinterest ads in 2024 to reach consumers online all season. Digital ads are a powerful tool for large-scale reach to the masses.



Online and Social Media Presence

Together, Proven Winners and the brand ambassadors we work with have a vast reach online and across social networks. Every day, we are reaching consumers where they spend the most time online – Facebook, Instagram, YouTube, Pinterest and TikTok. Learn more about our social media presence on page 17.



Additionally, we reach over a million Canadian consumers with our brand message on our websites: provenwinners.com, beauty.provenwinners.com and nationalplantoftheyear.com. Our partners at GardenDesign.com draw visitors from Canada each year. Proven Winners plants, products and retailers are prominently featured throughout the Garden Design website.

LOCAL MARKETING EFFORTS

Independent grower-retailers and garden centres have an exclusive opportunity to market their business locally through Proven Winners' Connect+ Marketing Subscription Service. It aims to make retailers' lives easier by putting the power of the Proven Winners brand to work for their business. IGCs can subscribe to the Connect+ service level that best fits their needs, from our free plan to paid tiers, and the benefits will start to roll in. Our dedicated Connect+ team is available to walk retailers through the service and ensure they maximize their subscription benefits.



St Jacobs Country Gardens, Elmira ON



In 2023, 150 Canadian retailers took advantage of our Connect+ marketing services including the 16 paid subscribers listed below. Learn more about the Connect+ program at provenwinners.com/connect-plus.

Canadian Connect+ Paid Subscribers

Blue Grass Garden Centre – Calgary	Rocky View County, AB
Blue Grass Nursery, Sod, & Garden Centre – Red Deer	Red Deer County, AB
Spruce It Up Garden Centre	Calgary, AB
Art Knapp – Kamloops	Kamloops, BC
Minter Country Garden	Chilliwack, BC
Top Crop Garden Farm & Pet	Cranbrook, BC
Shelmerdine Garden Centre	Headingley, MB
van der Meer Greenhouses & Garden Centre	Ile Des Chenes, MB
Canadian Tire #103 Stratford	Stratford, ON
Ego's Nurseries Ltd	Oro-Medonte, ON
Ferragine Greenhouses	Bradford, ON
King's Flower and Garden	Simcoe, ON
Laporte's Nursery & Greenhouses Inc.	North Bay, ON
St Jacobs Country Gardens	Elmira, ON
Prairie Rose Greenhouse	Kindersley, SK
Wilson's Lifestyle Centre	Saskatoon, SK

DIRECT TO CONSUMER EFFORTS

Branded Containers and Tags

Just as consumers look for Coca-Cola's signature red packaging when they shop, consumers seek out Proven Winners white branded containers at retail. Consistent packaging across all of our plant lines gives consumers the confidence that they are buying authentic Proven Winners plants no matter where they shop. Learn more on page 18.



Print Efforts

Print efforts continue to be effective tools for reaching consumers. Over a half million copies of our popular *Gardener's Idea Book* are being distributed in 2023, including 25,000 in Canada, along with 120,000 copies of *Gardening Simplified* which features Proven Winners ColorChoice® Shrubs. Additionally, print advertisements are run year round in several home and garden magazines.



Consumer-Focused Newsletters

One important goal we passionately pursue is inspiring and educating new and experienced gardeners alike. Our efforts to reach people who are tending a garden for the first time or picking out plants for their outdoor living spaces are gathered in our consumer email newsletter, *Winners Circle*®. It reaches 25,000 Canadians who have opted in to receive this monthly content.



Canadian Billboard Campaign

18 Markets – 36 Cities – 108M+ Impressions

Digital billboards allow us to target consumers during the peak gardening season, driving foot traffic to stores at the most critical time of year. The technology also delivers more impressions – an increase of 32 million impressions across 18 key DMAs in 2023. Expect to see billboard ads running from April 10 through June 18, 2023* in the markets listed below.



2023 billboard locations in Canada

Alberta – 16,598,736 impressions

Calgary
Edmonton

British Columbia – 42,855,750 impressions

Abbotsford
Chilliwack
Kamloops
Kelowna
Prince George
Vancouver
Victoria

Manitoba – 4,781,154 impressions

Winnipeg

New Brunswick – 976,500 impressions

Moncton

Nova Scotia – 4,204,200 impressions

Halifax

Ontario – 24,439,744 impressions

Hamilton
London
Toronto

Skatchewan – 6,298,992 impressions

Saskatoon

Quebec – 11,002,992 impressions

Montreal
Quebec

* Campaign dates vary based on location

Spreading the Word Across Canada

The Proven Winners social media team, coupled with the popular content creators you see below, is committed to connecting with people and spreading our brand message through social media. Daily engagement on our social channels reaches home gardeners, landscape designers, IGCs and growers who are all part of the social communities we have built. We encourage you to follow along to see which plants are resonating most with today's consumers.



Laura LeBoutillier @Garden Answer

When Laura talks, people listen! Since 2014, Laura has been inspiring and educating people around the world with her gardening expertise, design savvy and relatable style. Though she is based in USDA Zone 5 Eastern Oregon, she remains the biggest influencer across Canada. Her numbers are staggering: 1.7M subscribers and 400M video views on YouTube, 3.9M Facebook followers and 585K Instagram followers. Proven Winners is happy to provide Laura with annuals, perennials and shrubs – including all of the National Plants of the Year – to use in the video work we have commissioned with her.



Sharon Wallish Murphy @gardeningwithsharon

As a former greenhouse operator, Sharon is very familiar with Proven Winners' quality, mission and commitment to our customers. Through her current endeavor as the host of the *Gardening with Sharon* weekly radio show, which is broadcast throughout Alberta on City News 680, she is helping us spread our brand message. Proven Winners is proud to sponsor Sharon's work on radio, social media, and her blog at gardeningwithsharon.com.



Paul Zammit, Professor of Sustainable Horticulture at Niagra College

No doubt a familiar name to many Canadians, Paul Zammit is a passionate and energetic green industry veteran of 30 years. His background in IGC and botanical garden management makes him one of the most knowledgeable and sought after public speakers in Canada and around the world. His voice is heard weekly as the plant sciences expert on CBC Radio's Garden Talk show. Currently, he is working to train the next generation of green industry professionals in his role as a Professor of Sustainable Horticulture for Niagra College. Proven Winners provides many plants for Paul's courses and garden.

Proven Winners Canadian Social Media Following

In addition to the efforts of these content creators, we maintain a following of over 112,000 Canadians on Proven Winners' Facebook, Instagram and YouTube channels. Here's how the numbers stack up.



Facebook Page and Group
1M+ followers –
83K (8.2%) from Canada



Instagram
212K followers –
20K (9.6%) from Canada



YouTube
118K followers –
9.4K (8%) from Canada

Proven Winners Complete Package Program

Customized to Meet Your Needs

Designed to standardize Proven Winners packaging across plant lines and increase sales by building brand awareness, the Complete Package Program has been established throughout all of North America. Ordering containers, trays and tags is easy when you follow these three steps.

Step 1: Plan Your Production Needs

Calculate how many Proven Winners liners you will need for each line of production: single pots, hanging basket and upright combinations, and plants to serve the landscape market. This will affect how many containers and which tag styles you'll need to order.

Step 2: Select Your Containers and Trays

Calculate the quantity of branded containers needed to match your production plans. Branded containers are required for all single pot production for retail sales at a 1:1 plant to pot ratio. Plants sold for landscape markets are excluded from using branded containers. Trays are highly recommended, especially for our Grande™ and Eco+ Grande™ branded containers which use our Self-Symetricize™ technology. Order in bulk to receive branded containers ahead of the growing season or receive them along with your liner orders.



Co-ex Classic container with 10-count tray

Co-ex Grande container with 10-count tray



Co-ex Quart container with 8-count tray

Co-ex 6.5 container with 6-count tray



Co-ex Royale container with 3-count tray



Eco+ Grande container
Sobkovich only
Limited availability for 2024

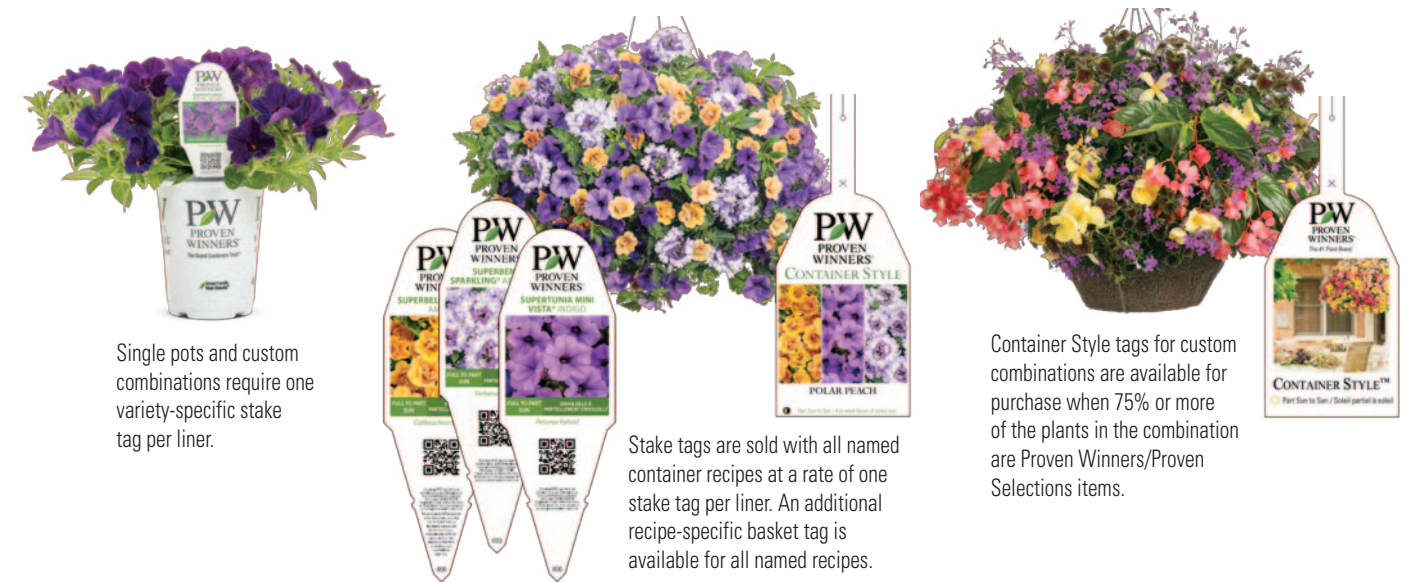
Learn more about Eco+ Grande containers by scanning the QR code

Proven Winners Complete Package Containers and Trays Available for 2024

Proven Winners Branded Container	Proven Winners Branded Container				Corresponding Tray	
	Dimensions (in)	Dimensions (cm)	Volume	Containers Per Case	Containers Per Tray	Trays Per Case
4.33 Grande™ Self-Symetricize® Co-Ex Container	4.33 x 5.125	10.99 x 13.02	1.71pt / .809L	840	10	100
4.50 Classic™ Co-Ex Container	4.5 x 3.75	11.43 x 9.53	1.42pt / .672L	1000	10	100
1.0 Quart Co-Ex Container	4.70 X 5.00	11.94 x 12.70	1.00qt / .946L	700	8	100
6.5 Co-Ex Container	6.50 x 5.00	16.51 x 12.70	2.0qt / 1.89L	300	6	100
1.0 GL Royale™ Co-Ex Container	6.30 x 6.375	16.00 x 16.19	2.5qt / 2.37L	270	3	100
4.25 Grande™ Self-Symetricize® Eco+ Grande™	4.25 x 4.9375	10.80 x 12.54	1.71pt / .813L	300	10	100

Step 3: Customize Your Tag Order

Check to be sure you are ordering the right number and style of tags to match your single pots, recipe-specific and custom hanging basket and upright combinations.



Single pots and custom combinations require one variety-specific stake tag per liner.

Stake tags are sold with all named container recipes at a rate of one stake tag per liner. An additional recipe-specific basket tag is available for all named recipes.

Container Style tags for custom combinations are available for purchase when 75% or more of the plants in the combination are Proven Winners/Proven Selections items.

Circumstances where branded containers or container/basket tags are not required:

- Any variety sold as Proven Selections
- Sales of Proven Winners annuals to botanical gardens, public gardens, conservatories and trial sites with confirmation that plants are not being re-sold
- Proven Winners annuals orders for landscape use (i.e., non-retail sales; for use in landscape installations)

Growers should inform their plant broker about which orders are intended for landscape plantings or for sales to botanical gardens, public gardens, conservatories, or trial sites.

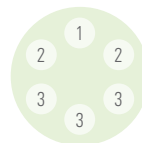
Take Action

Contact your preferred Proven Winners propagator for complete details on our Complete Package program.

Supertunia Vista® Jazzberry® – 2024 Annual of the Year™

Demand for the newest Supertunia Vista® petunia in our lineup has skyrocketed since its introduction and is destined to increase further when it is featured as Proven Winners 2024 Annual of the Year. Expect to see promotions across all marketing channels and strong demand for this variety from local retailers for Spring 2024.

Learn more about our entire National Plant of the Year program at www.nationalplantoftheyear.com.



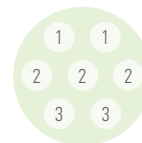
LIGHT UP

- 1 Angel Wings *Senecio* Senaw USPP28830
- 2 SUPERTUNIA® HOOPLA™ VIVID ORCHID™
Petunia *** USPPAF CanPBRAF
- 3 SUPERTUNIA VISTA® JAZZBERRY®
Petunia WNPESVJAZ USPP34152 CanPBRAF



NIGHTINGALE

- 1 SUPERBELLS® DREAMSICLE®
Calibrachoa 1NCALDRSIM USPPAF Can6543
- 2 SUPERBELLS® HONEYBERRY™
Calibrachoa BBICAL91303 USPP32690 Can6549
- 3 SUPERTUNIA VISTA® JAZZBERRY®
Petunia WNPESVJAZ USPP34152 CanPBRAF



FEELING GOOD

- 1 COLORBLAZE® NEWLY NOIR®
Coleus
- 2 SUPERTUNIA VISTA® JAZZBERRY®
Petunia WNPESVJAZ USPP34152 CanPBRAF
- 3 SUPERBENA® PINK CASHMERE™
Verbena *** USPPAF CanPBRAF