

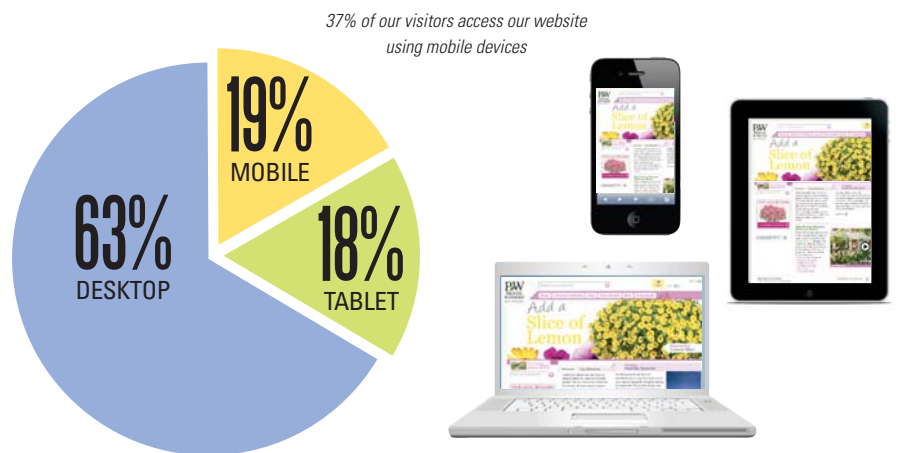
THE POWER OF THE BRAND

THE BENEFITS OF PROVEN WINNERS® CONSUMER MARKETING

How do gardeners get their information and make decisions? There's only one way to know, and that's to listen to what they say. What we've learned is that they get the message through both traditional advertising as well as new media. That's why Proven Winners® uses many communications channels to reach out to hundreds of thousands of passionate gardeners as well as new gardeners. And it's working. The Proven Winners® brand is one of the strongest in the industry. Through years of research, we know that our branded white containers command a higher price at retail which means increased profits for you.

GOING MOBILE

More and more consumers are using their smartphones and tablets to access information about gardening. So Proven Winners® has established a strong digital presence to meet the needs of this growing audience.



Consumers use their smartphones to learn more about our plants through the QR code on the plant tag



Traffic on our website is up 30%, and we continue to initiate new user-friendly interfaces to drive more traffic



Nearly 75,000 friends and fans follow us weekly on Facebook



Our growing commitment to online advertising creates millions of impressions for gardeners



REACHING PASSIONATE GARDENERS

Many avid gardeners look to experts like P. Allen Smith and traditional gardening magazines, television shows, and special events for their information. So Proven Winners® focuses extensive marketing efforts in these areas.



Traditional gardening shows on television



Partnership with P. Allen Smith



Special events



Traditional gardening magazines featuring 2015 national combo (ad layout TBD)



6 Signature Gardens



Social media



Ideas for everyone

REACHING NEW GARDENERS

New gardeners are increasingly turning to online resources and new experts to learn more about plants. That's why Proven Winners® has launched new initiatives, such as those shown here.



84 Million Impressions



Partnering with Jamie Durie and IGC's for a Spring 2015 Tour



Lifestyle gardening magazines featuring 2015 national combo (ad layout TBD)



Outdoor advertising that gets attention

How we reach both audiences



Radio commercials across the country