

## EXCLUSIVE MARKETING SOLUTIONS FOR IGCS

New for 2020, we're offering a revolutionary new marketing service exclusively for our IGC customers that aims to make your life easier while putting the power of the Proven Winners brand to work for your business. Subscribe to our Proven Winners CONNECT+ program at your preferred level, from the free Getting Started option to our premium Elite level, and let our marketing experts get to work for you.

Once you have subscribed, you will start to see the benefits included in your selected package roll in. Our CONNECT+ marketing specialist will guide you through the process to ensure you maximize these valuable opportunities to connect with your customers.

In the chart below, you'll see that all your favorite benefits like a free pizza party for certified retailers, Proven Winners t-shirts and readymade social media graphics are still available to you free of charge. We've also added many more unique marketing solutions for our paid subscribers, including custom graphics and targeted ads for Facebook, free cases of our popular *Gardener's Idea Book*, custom videos by Laura of Garden Answer, and an innovative new approach to helping consumers find products in your store with our new online inventory listing.

BENEFIT	GETTING STARTED	BASIC	ENHANCED	ELITE
Become a Certified Proven Winners Retailer	X	X	X	X
Enhanced Find a Retailer Listing	X	X	X	X
Proven Winners University	X	X	X	X
Free Pizza Party	X	X	X	X
Free Proven Winners T-Shirt or Hat (for all Certified employees)	X	X	X	X
Proven Winners Photo Library Access	X	X	X	X
Subscription to Retailer Newsletter	X	X	X	X
Free <i>Gardener's Idea Books</i>		2 cases/200 books	5 cases/500 books	10 cases/1,000 books
Point of Purchase Materials		\$50 coupon	\$100 coupon	\$150 coupon
Access to our Custom POP Design Team			X	X
PowerPoint Presentations		1 Presentation – Container Gardening	3 Presentations – Container Gardening, New Varieties, Plants for Pollinators	3 Presentations – Container Gardening, New Varieties, Plants for Pollinators, Hydrangeas Demystified, Solution Gardening, Native Plants
Readymade Social Media Graphics	X	X	X	X
Custom Facebook Graphics		15 graphics with your logo added	25 graphics with your logo added	45 custom graphics
Targeted Facebook Ad Campaign			1 ad – 3 wk campaign	2 ads – 6 wk campaign
Customized Pandora Ad Campaign (US only)			3 wks – 15K impressions	6 wks – 30K impressions
Eligible for Inventory Listing on provenwinners.com			X	X
Opportunity to Represent Proven Winners at Consumer Shows (where applicable)			X	X
Laura of Garden Answer Custom Videos				Up to 5 videos
Garden Design Retailer Listing				X
Subscription cost <b>BEFORE</b> Jan 1, 2020	FREE	\$300.00	\$950.00	\$1,800.00
Subscription cost <b>AFTER</b> Jan 1, 2020	FREE	\$400.00	\$1,050.00	\$2,000.00

Learn more about Proven Winners CONNECT+ at [www.provenwinners.com/connect](http://www.provenwinners.com/connect) or speak with our CONNECT+ marketing specialist at 815-895-1872.

## Take Advantage of These Valuable Resources

### Become a Certified Proven Winners Retailer

The foundation of strong sales of Proven Winners is having trained staff members who are excited to go out and confidently sell this product. That's why we require all businesses who wish to participate in our Proven Winners CONNECT+ marketing service to complete our Certification Program each spring. Find more details about this free online staff training program on p. 6.

**BENEFIT** ▶ Available to all Proven Winners IGC customers

### Enhanced Find a Retailer Listing

All Certified Proven Winners Retailers will automatically be listed on our Find a Retailer locator service at [provenwinners.com](http://provenwinners.com). Modern technology allows us to instantly display a consumer's closest certified retailers when they land on our home page. With six million website visitors each year, that's a whole lot of exposure just for getting certified!

**BENEFIT** ▶ Available to all Certified Proven Winners Retailers

### Proven Winners University

We've listened to retailers who've asked us to keep our training video under one hour long, but there is so much more knowledge we want to share with you! That's why we developed the Proven Winners University. It contains over 50 additional short but valuable training videos you can use during your weekly staff meetings. This bonus material is available exclusively to IGCs who complete our Certification program. See p.7 for more details.

**BENEFIT** ▶ Available to all Certified Proven Winners Retailers

### Free Pizza Party

When we added a free pizza party as one of the benefits of completing our Certification Program in 2016, we had no idea how popular it would become! To date, we've given away 1,729 pizza parties and our certified retailers have told us countless times how much they love this reward. The team at Garden Pleasures garden center reported back, "Our group of 11 certified employees really enjoyed our pizza lunch! It's becoming a fun tradition here."

**BENEFIT** ▶ Available to all Certified Proven Winners Retailers

### Free Proven Winners T-Shirt or Hat

Who doesn't love a free t-shirt or hat? We'll provide one for all your employees who complete our Certification Program. It's a simple but appreciated reward you can offer them for their efforts in becoming trained to sell Proven Winners. If you'd prefer to exchange this reward for a \$6 credit per employee to use towards POP in our online store, let us know.

**BENEFIT** ▶ Available to all Certified Proven Winners Retailers

### Proven Winners Photo Library Access

Proven Winners CONNECT+ subscribers have full access to our photo library which contains over 11,000 professional quality images. Choose from inspirational lifestyle imagery, beauty shots of individual varieties, container recipes and much more in both high and low resolution sizes suitable for print or online use. It's at your fingertips online 24/7 for easy download.

**BENEFIT** ▶ Available to all Certified Proven Winners Retailers

### Subscription to Retailer Newsletter

When you subscribe to Proven Winners CONNECT+, you'll automatically be signed up to receive our monthly e-newsletter written specifically for retailers by Jessica and Meghan. They'll keep you up to date on trends they're seeing from the road, unique merchandising ideas, best practices, new opportunities for retailers and much more.

**BENEFIT** ▶ Available to all Proven Winners IGC customers



6 MILLION  
website visitors



## Free Gardener's Idea Books

Gardeners love free giveaways, and our annual *Gardener's Idea Book* is always a huge hit. When you subscribe to Proven Winners CONNECT+ at the Basic, Enhanced or Elite level, you'll receive free copies to give away at your store's events, at the cash wrap, or any other creative way you'd like to use them. The books are free and so is the shipping. Available beginning February 15, 2020.

**BENEFIT** ▶ Basic – 2 cases/200 books; Enhanced – 5 cases/500 books; Elite – 10 cases/1,000 books  
**Upgrade** this benefit for \$65 USD per additional case of *Gardener's Idea Books*.



## Point of Purchase Materials

Update your store's signage each year using your coupon for our ready-to-go POP in our online store at <https://www.provenwinners.com/Professional/catalog/point-purchase>. Ordering our pre-printed posters, banners, benchcards and more is the fastest way to sign your store before opening day. All orders are shipped within 48 hours of placement. Enhanced and Elite subscribers may utilize our design team to customize your POP at no additional cost.

**BENEFIT** ▶ Basic - \$50 coupon; Enhanced - \$100 coupon; Elite - \$150 coupon  
Access to POP design team: Enhanced and Elite subscribers  
**Upgrade** this benefit by adding a \$10 additional coupon for POP.



## PowerPoint Presentations

Though we try to make Proven Winners staff available for live presentations whenever possible, we are offering you the tools you'll need to give professional quality presentations of Proven Winners plants on your own. We're developing six PowerPoint presentations on the popular topics you see listed in the chart and making them available to our Basic, Enhanced and Elite CONNECT+ subscribers. Use them for your store's workshops, at garden club meetings and community events.

**BENEFIT** ▶ Basic – 1 Presentation: Container Gardening  
Enhanced – 3 Presentations: Container Gardening, Plants for Pollinators, New Varieties  
Elite – 6 Presentations: Container Gardening, Plants for Pollinators, New Varieties, Solution Gardening, Hydrangeas Demystified, Native Plants for Sustainable Landscapes



## Readymade Social Media Graphics

We make it easy for all levels of Proven Winners CONNECT+ subscribers to share our readymade graphics on their own social media channels by offering free, pre-sized graphics for Facebook, Instagram, Pinterest and Twitter. Dive into this rich resource all year long as we add content for every season and key programs like our National Plants and Recipes of the Year, new varieties and top sellers.

**BENEFIT** ▶ Available to all Certified Proven Winners Retailers



## Custom Facebook Graphics

If you like the look of our social media graphics but prefer something more custom, you'll want to subscribe to our Basic, Enhanced or Elite CONNECT+ service. Put our graphic artists to work for you to create a unique look that matches your store's look and feel.

**BENEFIT** ▶ Basic and Enhanced subscribers – We'll add your company logo to our readymade social media graphics and deliver them back to you correctly sized and ready to upload to your social channels. Basic: 15 graphics included; Enhanced: 25 graphics included.  
Elite subscribers – Our graphic artists will work with you to create a totally custom look for up to 45 social media graphics, all sized and ready to use on your social channels.  
**Upgrade** this benefit by adding a set of 10 additional graphics for \$70.



## Targeted Facebook Ad Campaign

Reaching the right demographic on Facebook requires the use of targeted paid advertising, which has proven to be far more effective than boosting posts. For Enhanced and Elite CONNECT+ subscribers, Proven Winners will run a targeted Facebook ad campaign for your business with a goal of boosting foot traffic to your store. We'll take care of the graphics and running the campaign, and you'll reap the benefits. Ads will run in most markets from late April through early June but can be shifted earlier for warmer climates.

**BENEFIT** ▶ Enhanced – 1 Facebook ad, 3 week campaign; Elite – 2 Facebook ads, 6 week campaign  
Hosting a special event you'd like us to promote?  
**Upgrade** this benefit to include an additional ad or extend your ad in one week increments for a fee.



## Customized Pandora Ad Campaign

Enhanced and Elite CONNECT+ U.S. retailers have the opportunity to target local garden enthusiasts within a 20-mile radius of their garden center's zip code with Pandora internet radio ads. Laura from Garden Answer is the voice behind all of our Pandora ads, and she will mention your garden center's name and city (if desired) at the end of your customized ad.

A bonus banner ad which runs with the Pandora radio ad online will include your company logo and link to your website or Facebook page. Pandora ads run from late April through early June in most markets, though the timing can be shifted earlier for warmer markets.

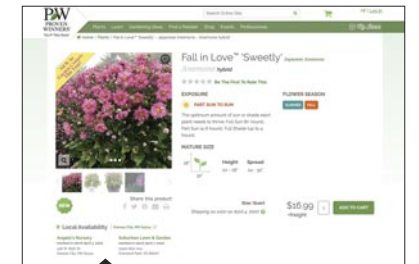
**BENEFIT** ▶ Enhanced – 3 week ad run/15K impressions; Elite – 6 week ad run/30K impressions  
**Upgrade** this benefit by adding 5K more impressions for \$75.

## Eligible for Inventory Listing on provenwinners.com

Thousands of times per season, consumers ask us which of their local stores carry specific Proven Winners varieties. To better meet their needs and send foot traffic to your store, we've developed a way to track and relay the names, addresses and in-stock dates of retailers who have the items available to consumers. This information will be displayed on the individual plant records on our website.

By communicating your inventory to Proven Winners through one of six methods we've developed, we will be able to connect you directly with customers looking for the plants you have in stock. Scan the QR code to see a demo of our new Inventory Listing system.

**BENEFIT** ▶ Enhanced and Elite subscribers are eligible.



Your garden center's name listed here.

## Opportunity to Represent Proven Winners at Consumer Shows

Flower and garden shows offer a unique way to sell the experience of gardening by immersing consumers in the beauty of plants. We'll be promoting our National Plants of the Year and new varieties at eight consumer shows across the U.S. and Canada in 2020 and would love for you to join us. Enhanced and Elite CONNECT+ subscribers located near a flower and garden show we're participating in will have the opportunity to represent Proven Winners at the show.

2020 show cities include: Chicago IL, Boston MA, Grand Rapids MI, Charlotte NC, Toronto ON, Philadelphia PA, Newport RI, Seattle WA

**BENEFIT** ▶ Enhanced and Elite subscribers are eligible.



## Laura of Garden Answer Custom Videos

With over 500 million gardening video views, Laura of @Garden Answer is the #1 gardening influencer in the world. Every day, she inspires a whole new generation to garden with Proven Winners. We encourage all our IGC customers to share Laura's videos on your social media pages, website, newsletter and in-store kiosk. You'll find a list of her videos at [www.provenwinners.com/lauravideos](http://www.provenwinners.com/lauravideos).

Elite CONNECT+ subscribers have the exclusive benefit of putting Laura to work for you by customizing our five National Plant of the Year videos with your garden center's name and logo. We'll create the videos; all we need is your company name and logo. Then, we'll deliver the finished product to you for use in your online marketing efforts.

**BENEFIT** ▶ Available to Elite subscribers only. Includes up to 5 custom videos featuring the National Plants of the Year including: Diamond Collection *Euphorbia*, 'Denim 'n Lace' *Perovskia*, Shadowland® 'Coast to Coast' *Hosta*, Oso Easy Double Red® Rose and Invincibelle® Ruby *Hydrangea*.



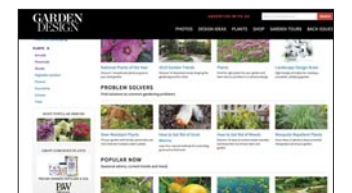
Your company logo included in the video.

## Garden Design Website Listing

Our recent partnership with Garden Design has garnered amazing new exposure for the Proven Winners brand. Six to eight million gardening enthusiasts visit their website each year where Proven Winners annuals, perennials, shrubs and hard goods are featured prominently.

This innovative new opportunity available exclusively to Elite CONNECT+ subscribers will list your IGC as a source for Proven Winners on the Garden Design website. The exposure is a huge benefit, but the link from Garden Design to your website will also boost the search engine optimization for your own website.

**BENEFIT** ▶ Available to Elite subscribers only.



**GARDEN DESIGN**