

Canadian 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 2025.

NATIONAL MARKETING EFFORTS

Support for Canada's "Live 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 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 generates over 100 million impressions in the top Canadian DMAs. The majority of Canadian billboard advertising is 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 18.



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 are running short-form ads across these OTT platforms. They are 100% viewable on screen and run before, during and after video content.

Print and Digital Ads

We will continue to invest in Google Display Retargeting, Facebook, Instagram and Pinterest ads to reach consumers online all season. Digital ads, including those in the *Canada's Local Gardener* newsletter, 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 19.

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



EXCLUSIVE MARKETING SOLUTIONS FOR IGCs

In 2024, 150 Canadian retailers took advantage of our Connect+ marketing services including the 18 paid subscribers listed below. Learn more about the Connect+ program at provenwinners.com/connect-plus.

Canadian Connect+ Paid Subscribers

Art Knapp – Kamloops	Kamloops, BC
Baltimore Valley Garden Centre	Baltimore, ON
Blomidon Nurseries	Wolfville, NS
Ego's Nurseries Ltd	Coldwater, ON
Ferragine Greenhouses	Bradford, ON
Garden of Eden Greenhouse & Gifts	Blumenort, SK
Hunniford Gardens	Prince George, BC
King's Flower and Garden	Simcoe, ON
Laporte's Nursery & Greenhouses Inc.	North Bay, ON
Minter Country Garden	Chilliwack, BC
Morris Flowers Garden Centre	Creston, BC
Peanut Centre Nursery, Inc.	Leamington, ON
Prairie Rose Greenhouse	Kindersley, SK
Ridgeview Fruit Market Garden Centre	Lincoln, ON
St. Jacobs Country Gardens	Elmira, ON
The Glasshouse Nursery	Chatham, ON
van der Meer Greenhouses & Garden Centre	Ile des Chenes, MB
Vermeers Garden Centre and Flower Shop	Welland, ON

DIRECT TO CONSUMER EFFORTS

Branded Containers and Tags

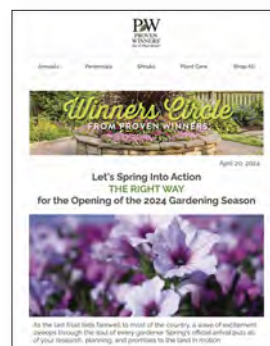
Just as consumers look for Coca-Cola's signature red packaging when they shop, consumers seek out Proven Winners white branded containers at retail. Consistent packaging across all of our plant lines gives consumers the confidence that they are buying authentic Proven Winners plants no matter where they shop. Learn more on page 20.

Print Efforts

Print efforts continue to be effective tools for reaching consumers. Over a half million copies of our popular *Gardener's Idea Book* were distributed in 2024, 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 over 10,000 Canadians who have opted in to receive this monthly content.



Canadian Billboard Campaign

18 Markets – 36 Cities – 111M+ 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 4 million impressions across 18 key DMAs in 2024. Expect to see billboard ads running from April 8 through June 30, 2024* in the markets listed below.



2024 billboard locations in Canada

Alberta – 16,597,280 impressions

Calgary
Edmonton

British Columbia – 39,113,774 impressions

Abbotsford
Chilliwack
Kamloops
Kelowna
Prince George
Vancouver
Victoria

Manitoba – 9,562,308 impressions

Winnipeg

New Brunswick – 976,500 impressions

Moncton

Nova Scotia – 4,204,200 impressions

Halifax

Ontario – 24,747,296 impressions

Hamilton
London
Toronto

Saskatchewan – 6,298,992 impressions

Saskatoon

Quebec – 10,410,400 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: 1.88M subscribers on YouTube, 4M Facebook followers and 651K 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, she is helping us spread our brand message. Find her show on 840 CFCW in Central Alberta and Edmonton and on XL 103 in Calgary. Proven Winners is proud to sponsor Sharon's work on radio, social media, and her blog at gardeningwithsharon.com.



Expanding Our Reach Through Content Creators

We are continuing to expand our network and are currently collaborating with over two dozen creators, including Charlie Nardozi (Gardening with Charlie), Eric and Christopher Feml-Nelsen (@growformegardening), Skye Hamilton (@hamiltonhousedesigns), and Samantha Ulasz (Margaret Valley Landscaping). By tapping into their creativity and authenticity, Proven Winners is creating brand awareness and engagement to drive plant sales in a more organic and effective manner.

At left, clockwise from upper left: Samantha Ulasz, Eric and Christopher Feml-Nelsen, Skye Hamilton and Charlie Nardozi

Proven Winners Canadian Social Media Following

In addition to the efforts of these content creators, we maintain a following of over 275,000 Canadians on Proven Winners' Facebook, Instagram, YouTube and Pinterest channels. Here's how the numbers stack up.



Facebook Page
1,143,300 followers –
8.6% from Canada



Facebook Group
155,343 members –
7.2% from Canada



Instagram
230,345 followers –
10.3% from Canada



YouTube
124K subscribers –
7.3% from Canada



Pinterest
3.4M followers –
3.9% 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. Contact your propagator for additional container sizes that may be available if needed.



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 2025



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

Proven Winners Complete Package Containers and Trays Available for 2025

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-Symmetricize® 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-Symmetricize® 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.

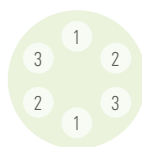
Take Action

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

Supertunia Mini Vista® Yellow – 2025 Annual of the Year

A favorite among our growers and trial managers, this extra-vigorous, durable petunia shines in landscape applications and containers. Beginning its bloom early in the season, it goes the distance, flowering non-stop without deadheading until frost. A tightly branched, pristine habit in 4.25 Grande™ containers adds to its retail appeal. Try it and you will be amazed at the vigor of this brilliant yellow petunia!

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



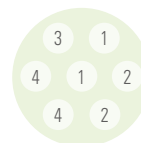
TANGERINE DREAM

- 1 LUSCIOUS® Basket TANGEGLOW™
Lantana ^{LANZ0039} USPP34218 CanPBRAF
- 2 SUPERBELLS® POMEGRANATE PUNCH™
Calibrachoa ^{USCAL08501} USPP24503 Can4915
- 3 SUPERTUNIA MINI VISTA® Yellow
Petunia ^{WGPEMYYEL} USPPAF US Utility 7642436



CREATIVE COUTURE

- 1 SUPERBELLS® Tropical Sunrise
Calibrachoa ^{INCALTRSUN} USPP29029
- 2 COLORBLAZE® MINI ME™ Watermelon *Coleus*
- 3 SUPERTUNIA MINI VISTA® Yellow
Petunia ^{WGPEMYYEL} USPPAF US Utility 7642436
- 4 UNPLUGGED® Red *Salvia* ^{DWsaHyb03} USPPAF



BLOSSOM HOUSE

- 1 VERMILLIONAIRE® *Cuphea*
- 2 LUSCIOUS® Basket TANGEGLOW™
Lantana ^{LANZ0039} USPP34218 CanPBRAF
- 3 GRACEFUL GRASSES® 'Fireworks'
Pennisetum ^{Rubrum} USPP18504
- 4 SUPERTUNIA MINI VISTA® Yellow
Petunia ^{WGPEMYYEL} USPPAF US Utility 7642436