



VIRGINIA 2023 MARKETING REPORT

PROVENWINNERS.COM

2024 NATIONAL PLANTS OF THE YEAR



ANNUAL
OF THE YEAR

Supertunia Vista® Jazzberry®
Petunia

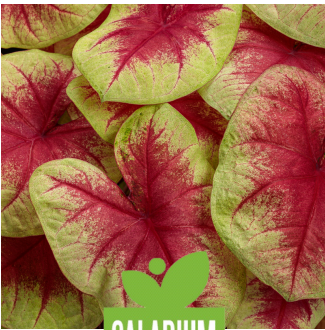


HOUSEPLANT
OF THE YEAR

Mythic™ Dragonite™
Alocasia melo

These **10 exceptional varieties** were selected for the 2024 season. Proven Winners will be dedicating marketing resources towards building excitement and significant consumer demand of these varieties throughout 2024.

Learn
More



CALADIUM
OF THE YEAR

Heart to Heart® 'Lemon Blush'
Caladium



PERENNIAL
OF THE YEAR

'Pink Profusion'
Salvia



HOSTA
OF THE YEAR

Shadowland® 'Hudson Bay'
Hosta



LANDSCAPE
PERENNIAL
OF THE YEAR

'Storm Cloud'
Amsonia



FLOWERING
SHRUB
OF THE YEAR

Wine & Spirits™
Weigela



ROSE OF
THE YEAR

OSO Easy Peasy®
Rosa



HYDRANGEA
OF THE YEAR

Let's Dance Sky View®
Hydrangea



LANDSCAPE
SHRUB OF
THE YEAR

Fizzy Mizzy
Itea

2024 NATIONAL RECIPES OF THE YEAR



Learn More



Polar Peach



Instinct

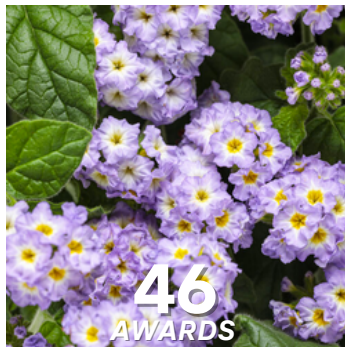


Sunshine State

TOP AWARD WINNERS



50
AWARDS
Suncredible® Saturn™
Helianthus



46
AWARDS
Augusta™ Lavender
Heliotrope



42
AWARDS
Supertunia Vista® Jazzberry®
Petunia

THE GARDENER'S IDEA BOOK



450,000+
copies distributed nationally

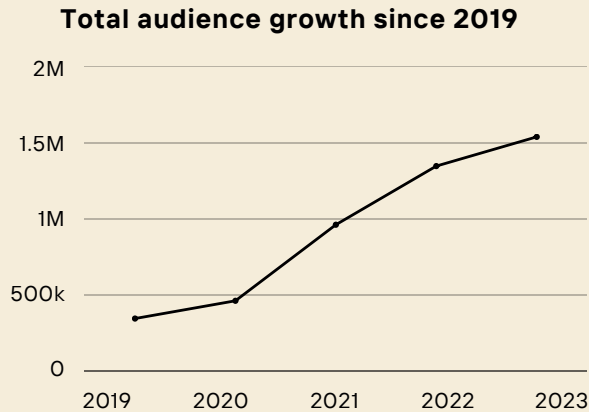
10,699
distributed in Virginia



See what's planned
for 2024

SOCIAL MEDIA

As of August 2023, our combined social media channels have achieved:



417M+
Impressions

14.25%
Audience Growth

6.4%
Facebook Engagement Rate

Pinterest



106,393,098
Impressions



Instagram



95,616,143
Impressions



Facebook



196,232,897
Impressions



Youtube



19,528,627
Impressions



TikTok



New for 2023!
Follow us:



*click or scan the QR codes to follow

CONTENT CREATORS

Laura from Garden Answer has been an integral part of Proven Winners® over the years. With **4 million+** followers on Facebook, her gardening videos teach current and new gardeners how to be successful with Proven Winners plants.

Proven Winners is working to partner with even more content creators to increase our brand awareness across a variety of social media platforms. Check out the full list and follow your favorites!



See all the
creators



BROADCAST & STREAMING MEDIA

22.1M
Impressions

Through geo-targeting, Proven Winners® is reaching consumers at home and on the road with digital, video and audio advertising campaigns. We reach consumers through Pandora, Spotify, iHeart, Hulu and more.

Our digital ads see click rates that are double the national average - meaning consumers are actively engaging and interested in our content.



CONSUMER PRINT ADS

223,223
Virginia Subscribers

Find ads in these publications with over 7.9M subscribers:

- Better Homes & Gardens
- Birds & Blooms
- Canadian Living
- Country Living
- Fine Gardening
- Garden Gate
- HGTV magazine
- Southern Living
- Veranda



2024 featured products:

- Wine & Spirits® *Weigela*
- Let's Dance Sky View® *Reblooming hydrangea*
- Oso Easy Peasy® *Rosa*
- Purple Pillar® *Hibiscus syriacus*
- Jazz Hands® *Loropetalum series*
- Perfecto Mundo® *Reblooming Azalea series*
- Rise Up® *Rosa series*
- Reminiscent® *Rosa series*
- Let's Dance Can Do® *Reblooming hydrangea*
- Limelight Prime® *Hydrangea*
- Flavorette™ *Honey-Apricot Rosa*

ONLINE

7.2M
Visitors

Over **490,400 web visitors** were from Virginia. On average, visitors spent approximately **3 minutes** on our site - 2 minutes longer than the national average!

ON-DEMAND

69,107
Unique Listeners

Proven Winners® ColorChoice® Shrubs' podcast, Gardening Simplified, is available to stream online.



Scan to listen

OUT-OF-HOME

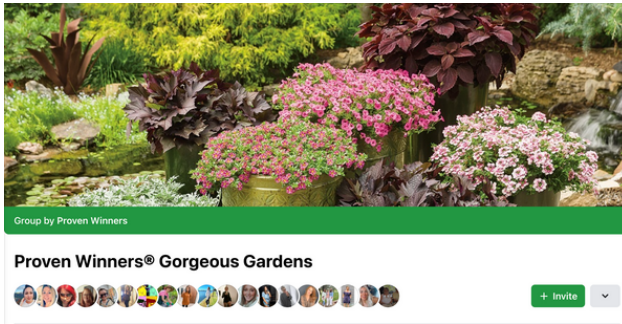
170M+
Impressions

Our national billboard campaign covers **31 states** with static, digital and weather-triggered billboards.



Learn more

FACEBOOK COMMUNITIES



The Gorgeous Gardens Facebook group provides **142,000+ consumers** a space to share photos of their plants, ask questions and foster community with Proven Winners® enthusiasts. This past year, membership **grew by 60%** with an average of **104 posts per day** during the spring season.



Connect with nearly 2,000 individuals and our retail team for tips and best practices for your garden center. Plus, find info on key programs, learn about launches for Certified and CONNECT+, and more!



Join now!

CONNECT+ MARKETING

33

Virginia Retailers

CONNECT+ helps simplify marketing for over **1,600 independent garden centers**.

Launched in 2023, CONNECT+ will be continuing to provide curated social media posts and campaigns through our premium subscriptions.

In 2023, independent garden centers enrolled in our enhanced or elite program achieved a combined **12.2M impressions**.



Learn More

CONNECT+™

Exclusive Marketing Solutions for IGCs



E-NEWSLETTERS

498,000+

Consumers

Winners Circle subscribers grew by **25%** in the last year. With a **13% open rate**, our readers are staying engaged and educated.

7,130+

Retailers

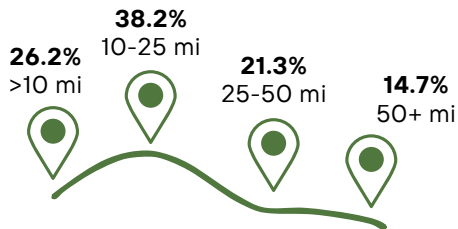
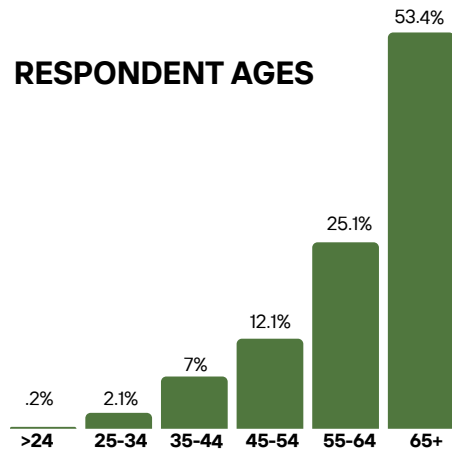
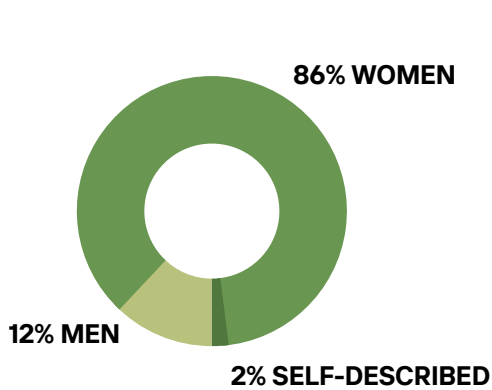
Retailer News keeps garden centers up to date on trends, best practices, sneak peaks and more.



Sign up for emails

CONSUMER GARDEN INSIGHTS

Key takeaways from the 2023 August Survey,
2,380 respondents



Most respondents visit garden centers **10-25 miles** away, but nearly **15%** are willing to drive **50+ miles** for the right plant.



72% visit **2-5** garden centers, with **22%** visiting **5 or more**.

TOOLS USED TO PLAN & INSPIRE PLANT CHOICES FOR THE NEXT SEASON:

27% The Gardener's Idea Book

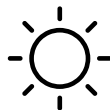
18% Influencer Recommendations

15% Decide at the garden center

12% Proven Winners Facebook

28% Proven Winners Instagram, Pinterest or Idea Boards

TOP CHALLENGES FOR GARDENERS:



Climate & Weather



Pests, Deer & Rabbits



Watering

TOP ANNUALS SOLD

*Based on online sales



1
Supertunia Vista® Bubblegum®
Petunia



2
Superbells® Lemon Slice®
Calibrachoa



3
Supertunia® Bordeaux™
Petunia



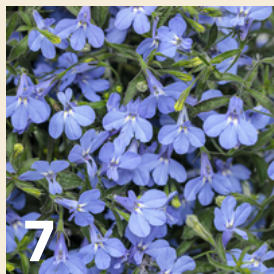
4
Superbells® Tropical Sunrise
Calibrachoa



5
Supertunia® Royal Velvet®
Petunia



6
Superbells® Yellow Chiffon™
Calibrachoa



7
Laguna® Sky Blue
Lobelia



8
Superbells® Yellow
Calibrachoa



9
Diamond Frost®
Euphorbia



10
Superbells®
Blue Moon Punch™
Calibrachoa

TOP PERENNIALS SOLD

*Based on online sales



1
'Cat's Pajamas'
Nepeta



2
Amazing Daisies® Daisy May®
Leucanthemum



3
'Denim 'n Lace'
Perovskia



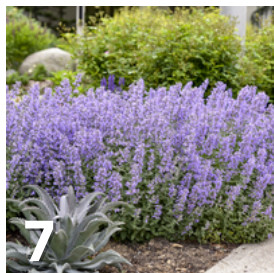
4
Dolce® 'Wildberry'
Heuchera



5
Rock 'N Round® 'Bundle of Joy'
Sedum



6
Color Spires® 'Pink Dawn'
Salvia



7
'Cat's Meow'
Nepeta



8
Color Spires®
'Back to the Fuchsia'
Salvia



9
'Paint the Town Magenta'
Dianthus



10
'Storm Cloud'
Bluestar

12 BEST-SELLING SHRUBS



1

Little Lime®
Panicle Hydrangea



2

Sonic Bloom® Pink
Weigela



3

At Last® Rose
Rosa



4

Sprinter®
Boxwood



5

Let's Dance Can Do!®
Hydrangea



6

Blooming® Dark Purple
Lilac



7

Blooming® Dark Purple
Lilac



8

Incrediball®
Hydrangea



9

Limelight Prime®
Panicle Hydrangea



10

Pugster Blue®
Butterfly Bush



11

Arctic Fire® Red
Red-Osier Dogwood



12

Ginger Wine®
Ninebark