



# The 2011 North American Flower Bulb Category Campaign

Presentation to NAFWA



# Campaign Announcement

- Press release made public on 1/24/2011
- Distributed to major gardening trade magazines, business publications and advertising industry publications
- Picked up by many bloggers
- Generated a lot of discussion surrounding bulbs and the upcoming campaign



# Campaign Announcement



## The Blogging Nurseryman by Trey Pittsenberger

### "Got Bulbs?"

A post at Garden Rant today pointed me to an article at Garden Center Magazine titled, "Branding Company looks to re-vitalize bulb market". According to the article, "Brand revitalization agency, Woodbine, has been selected by a group of 17 flower bulb trading companies to develop and execute a marketing campaign to invigorate consumer demand for flowering bulbs throughout North America." According to Woodbine "North America accounts for 30% of worldwide flower bulb demand, indicating a growth opportunity here. In 2008, a North American market study undertaken by Knowledge Networks, Inc. identified opportunities to increase demand among current bulb



### Facebook Like Box



## Floral

**Woodbine To Revitalize Flower Bulb Market**  
 by Woodbine  
 Posted: 2011-02-14 14:30:09 EST

Brand revitalization agency Woodbine announced today it has been selected by a group of 17 flower bulb trading companies to develop and execute a marketing campaign to invigorate consumer demand for flowering bulbs throughout North America. The participating companies (listed below) are affiliated with Anthos, the Royal Trade Association for Nursery Stock and Flower Bulbs headquartered in Amsterdam, Netherlands. Together, the participating companies account for 85% of consumer sales in North America.

North America accounts for 30% of worldwide flower bulb demand, indicating a growth opportunity here. In 2008, a North American market study undertaken by Knowledge Networks, Inc. identified opportunities to increase demand among current bulb gardeners, while introducing bulbs to a whole new generation of potential gardeners. Based on this study, representatives from Anthos began their search for a North American marketing agency to develop the right message, creative campaign and marketing plan that will invigorate the category. The initial search was narrowed to three agencies, all of whom presented their recommendations to Anthos representatives in 2010.

Woodbine's marketing-to-women expertise and their experience with revitalizing brands and categories inspired the agency to develop a campaign that gives flowering bulbs new relevance in the context of women's busy lives.

"Woodbine's creative approach is simple, fresh, insightful and will help women think about flowering bulbs in a whole new way," said Henk Westerhof, Chairman of Anthos. "We believe their integrated marketing plan will convince new gardeners to buy bulbs for the first time, while reminding experienced gardeners of all the reasons they love to plant them each year."

The campaign, set to launch during the second half of 2011, will consist of a Web site, consumer advertising, digital marketing, social media, public relations and event marketing. It will also have a trade component targeted to retailers across all channels of distribution. The participating companies have made a three-year commitment to the campaign, totaling \$1.9 million per year.

"We believe our campaign has the potential to do for the flower bulb industry what 'Got Milk' has done for the milk industry," said Peter Mitchell, Woodbine President & CEO. "This is a classic category revitalization opportunity for Woodbine and we are excited to get started."

# Revitalizing North American Demand For Flowering Bulbs

Who?

What?

Where?

Why?

How?

When?



# Why? Why Woodbine?

## Brand Revitalization is Woodbine's Specialty

Since 1985, we have put our heart and soul into bringing new energy to companies, brands and categories that have lost their momentum or have yet to reach their full potential.



Fafard

A 75-Year-Old Brand of Growing Media



# Fafard Campaign



Trade Show Poster



Point of Sale Display



Packaging

**+7% increase in retail volume during year one**

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Burlington®



Guideposts





# Why Are You Investing In This Campaign?

Two Different Marketing Vantage Points:



*Defensive—*

Stem declines, protect distribution, reinforce current customers and consumers



*Offensive—*

Introduce a whole new generation of potential bulb gardeners to the surprisingly simple beauty that bulbs can bring to their lives



## Knowledge Networks 2009 Market Assessment: An Offensive Opportunity

- **64% of HH** had not purchased bulbs in previous year
- Universe of **115 million** women 25-64 in North America
- Americans spending **29%** more time around their homes
- The **barriers** to interest and purchase are not deeply entrenched



# Who? Who Is Our Primary Consumer Target?

Brand revitalization begins with them, your customers and consumers

<b>Primary Target</b> <b>Women 25-64</b>	<b>Gen X/Y</b> <b>(Convenients</b> <b>&amp; Potentials)</b> 	<b>Boomers</b> <b>(Avids)</b> 
<b>Barriers</b>	Lack of awareness Intimidation Delayed gratification No time Confusion of when to plant	No need for more bulbs Other perennial options Not top of mind/forget
<b>Opportunities</b>	Demystify bulbs; educate Position as a simple solution Show planting as a family-friendly activity	Inspire with new ideas Further educate Remind



# How? How Will We Connect With Her?



Within the context of her life. Through the personalities and perspectives of our target:

## Julie: “Super Mom”



*The Convenient Gardener*

Age: 31

Wife and Mother of 3

Twin Daughters, 3 and Son, 6

Career: Substitute Teacher

Suburban Dweller

## Who Is Julie?



“My life is pretty crazy and I’ll be the first to admit it. Between the kids, the house, the dog and a part time job, there just aren’t enough hours in the day to get it all done. That’s why I’m always looking for ways to simplify the things that I have to do so I have more time to do the things I want to do.”



## How Do Bulbs Fit Into Julie's Life?



### Simply

Planting bulbs is the perfectly simple solution for Julie who wants both a beautiful backyard and fun outdoor activities she can do with the kids. It's a great way for the family to spend time together and accomplish a little gardening at the same time. Now she just needs to teach the new puppy to dig the holes in the right spots.

## Lauren: “The Fashion Diva”



*The Potential Gardener*

Age: 38

Married with no children

One small dog

Career: Interior Designer

Urban Dweller

## Who Is Lauren?



“I like to be put together from head to toe and I pay close attention to every detail in between. It’s all about presentation. From the elegant terrace dinners I serve to the color coordinated arrangements in all my closets, to that single perfect flower in the bud vase. These things matter, and they’re what I’m known for.”



## How Do Bulbs Fit Into Lauren's Life?



### Beautifully

Lauren never really considered gardening until she found out about bulbs. So simple, yet so exotically beautiful. Whether it's container gardening or planting bulbs in the garden outside her apartment, bulbs allow Lauren to add color and beauty to her life without having to sacrifice her manicure or a new pair of shoes.

## Karen: “The Empty Nester”



*The Avid*

Age: 52

Wife and Mother of 3

Two Sons, 25 and 23, One Daughter, 20

Career: Real Estate Agent

Rural Dweller

## Who Is Karen?



“I’m at that point in my life where I can finally give myself some attention. I truly love my family more than anything and have struggled lately with having no children at home to care for, but realize it is now time for me to rediscover who I am. It’s a time for change and new beginnings and I’m excited for all the endless possibilities.”



## How do bulbs fit into Karen's life?



### Surprisingly

Karen has always known about bulbs and they are part of her garden. But with the rush of life she hasn't thought much about them. Now that her kids have moved out she's committed to getting back to the things she likes to do. She's rediscovering bulbs and can't wait to see the surprising combination of colors and varieties fill her yard this spring.

# How? How Will We Connect With Her?



These personalities will give our campaign modernity,  
relevance and a fresh perspective

What? What Will Tie The Campaign Together?

BULBS

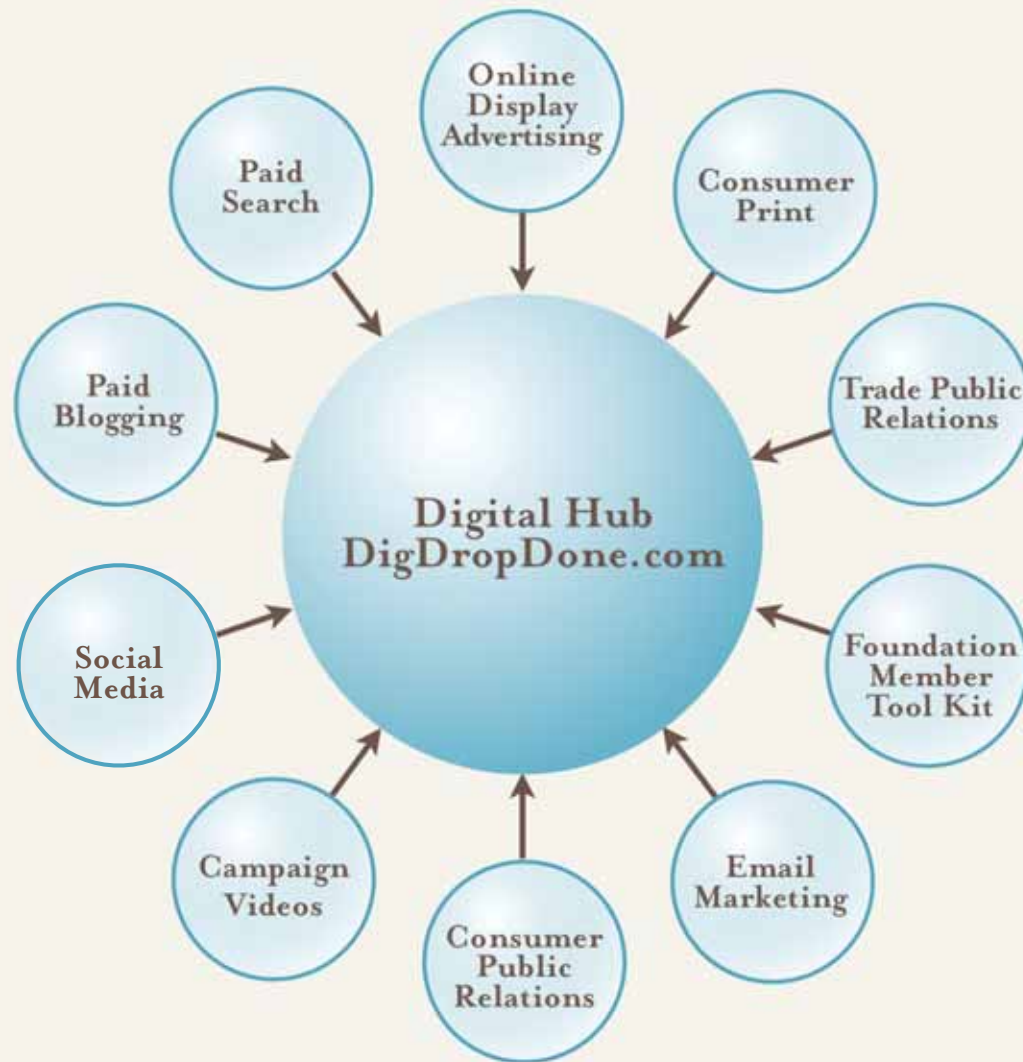
dig.drop.done



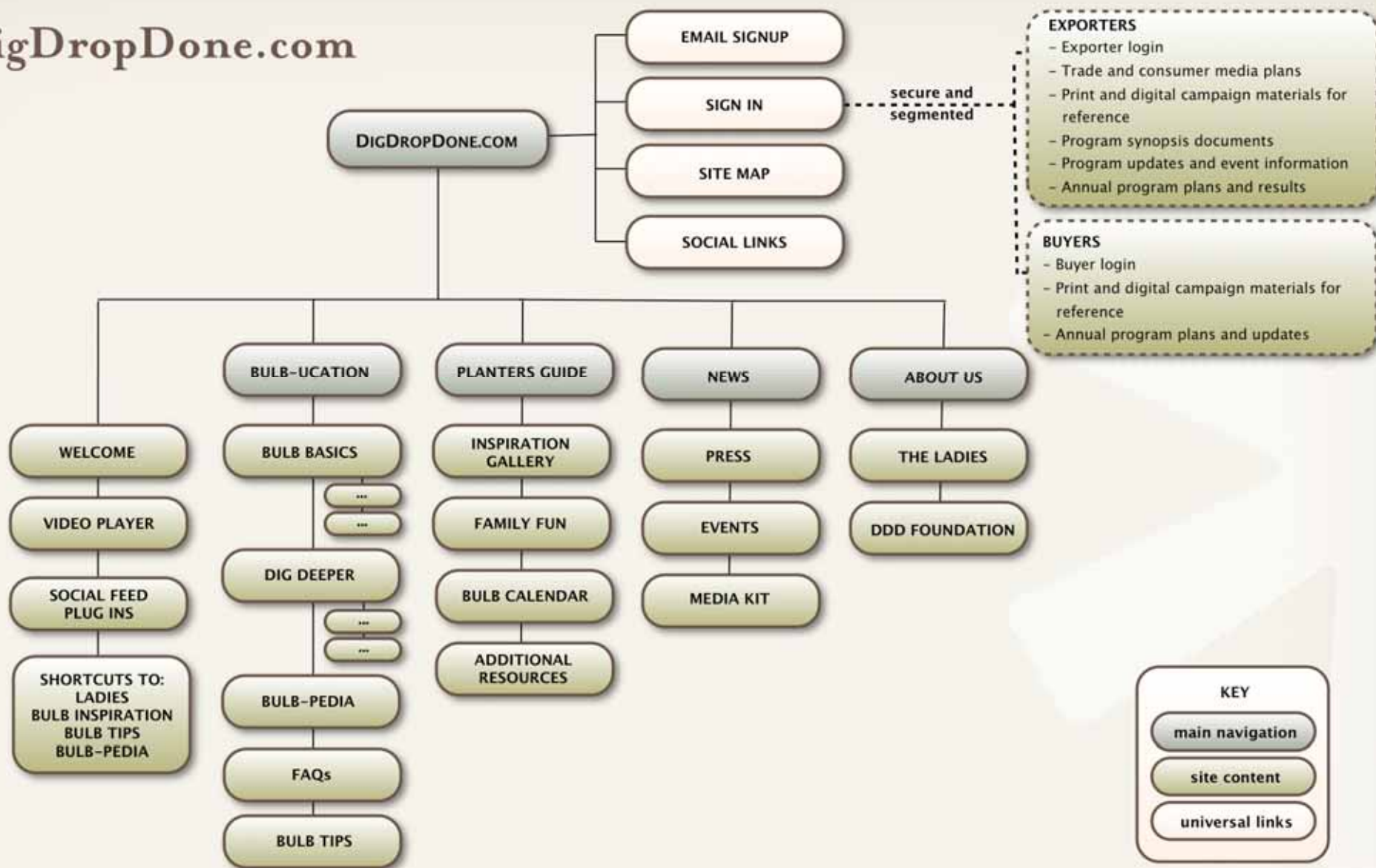
# The Dig Drop Done™ Foundation

- Made up of the 17 companies who are providing additional funding behind the industry campaign
- Will receive a Foundation Member tool kit
- Exclusive use of logo on packaging and marketing materials
- Foundation Member seal to communicate participation

# What? What Marketing Elements Are In Our 2011 Plan?



# DigDropDone.com



{ INTRODUCTION  
AND HOOK }

{ THE EXPERTISE  
AND INFORMATION }

{ INSPIRATION  
AND MOTIVATION }

{ WHAT OTHERS  
ARE SAYING }

{ BACKGROUND  
AND WHO WE ARE }



# What Will Exporters Have Access To?

## EXPORTERS

- Exporter login and buyer login
- Trade and consumer media plans
- Print and digital campaign materials for reference
- Program synopsis documents for sell-in presentations
- Program updates and event information
- Annual program plans and results

# What Will Your Buyers Have Access To?

## BUYERS

- Buyer login provided by exporter
- Print and digital campaign materials for reference
- Annual program plans and updates

# Where? Where Will They See Our Message?



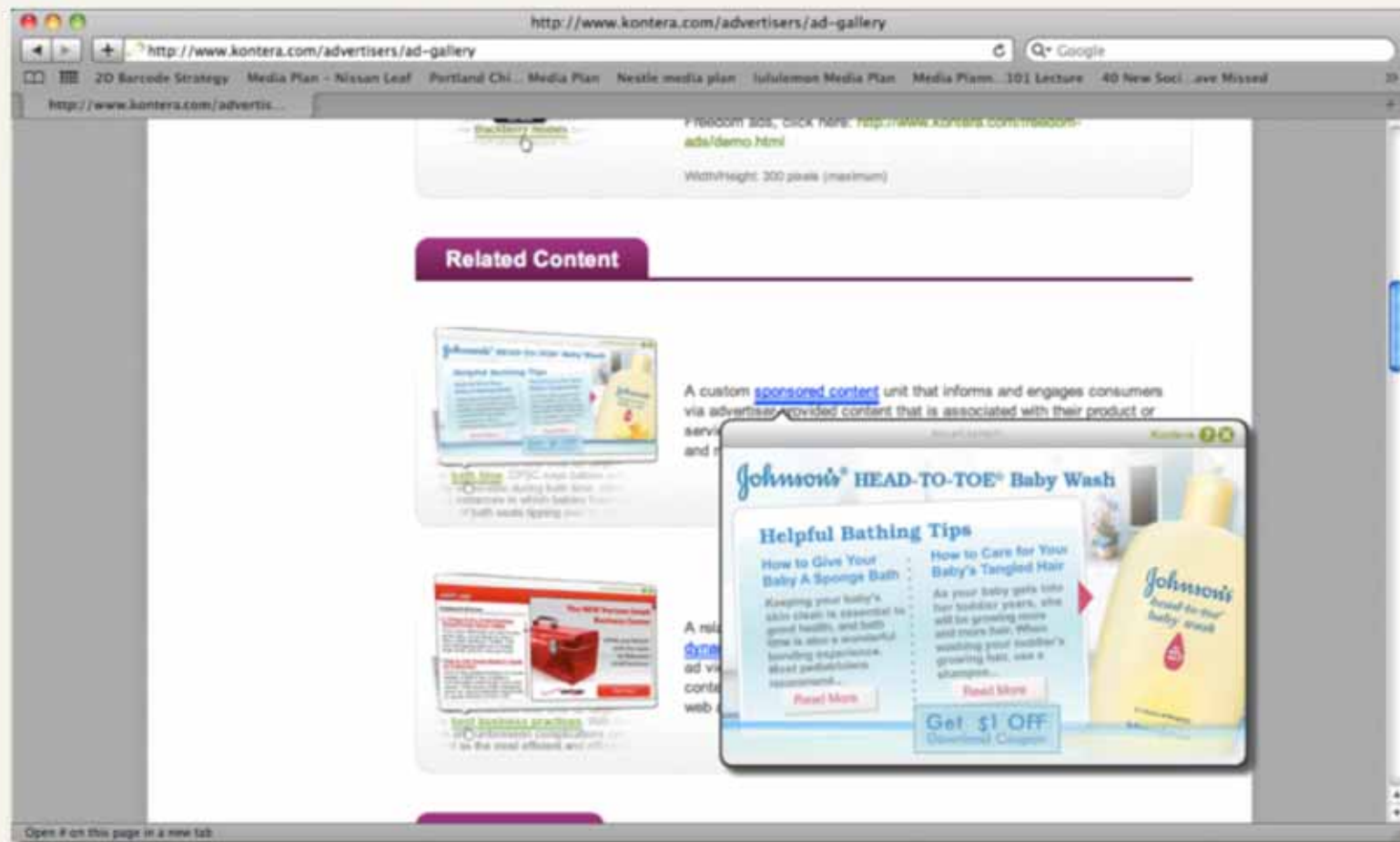


# Where? Where Will They See Our Message?

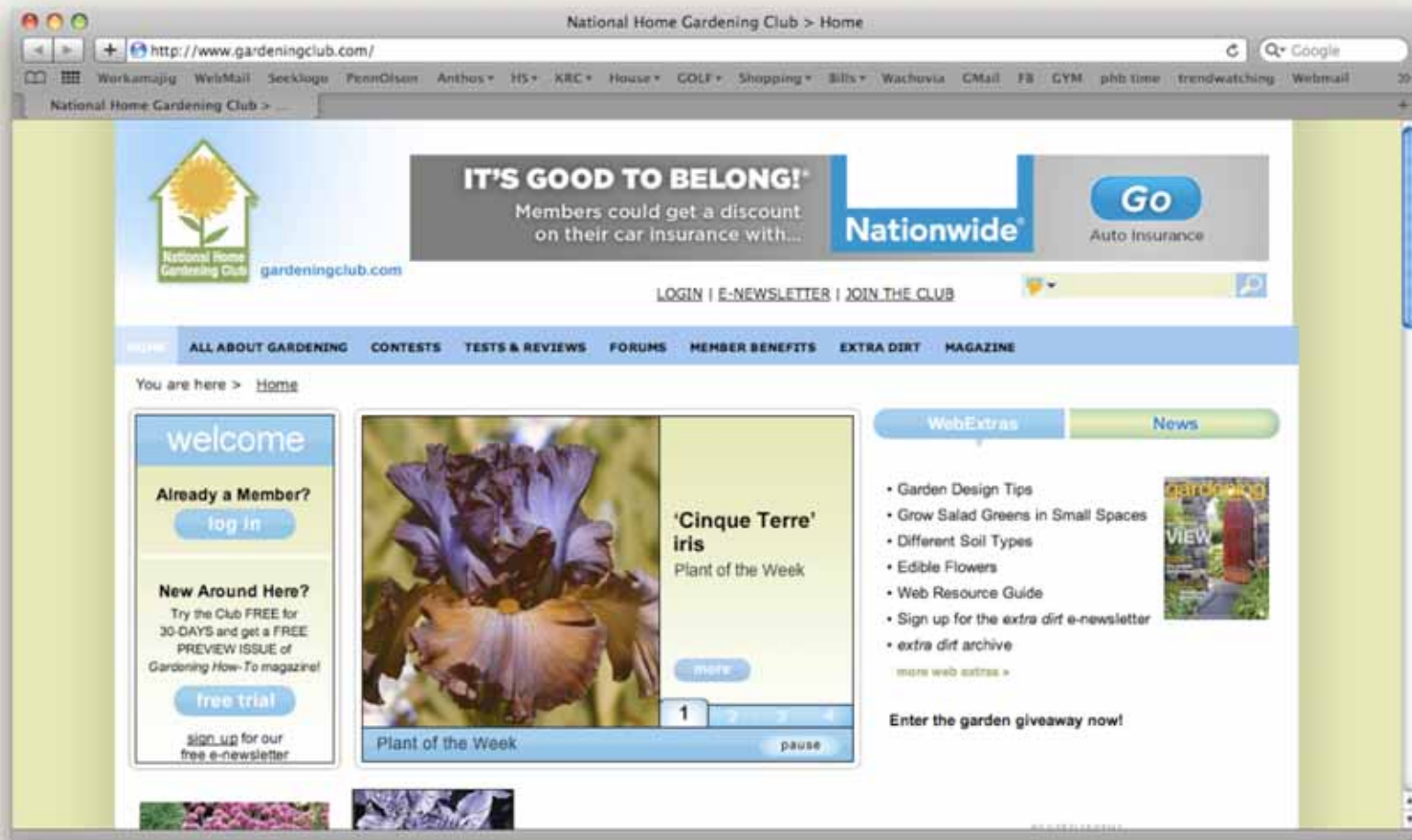
## 2011 Consumer Media Plan (US and Canada)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>PRINT</b>												
Gardening How-To												
OK! Weekly												
Parenting												
Real Simple												
Shape												
Chatelaine (E/F)												
Today's Parents & Enfants Quebec												
<b>ONLINE</b>												
Google												
Facebook												
Social Spark												
Kontera												
SayMedia												
Gardeningclub.com												

# Kontera Example-Contextual Advertising



# GardeningClub.com



## Reach and Frequency US & Canada

Country	Demo	Total Population in Demo	Print Reach	Print Frequency
US	Women 25-44	41.5M	45%	3
US	Women 35-64	61.3M	32%	2.5

Country	Demo	Total Population in Demo	Print Reach	Print Frequency
Canada	Women 25-44	4.6M	50%	2.7
Canada	Women 35-64	7.1M	48%	2.5



## Social Media

### Facebook

- Dig Drop Done fan page for Karen, Lauren and Julie
- Daily monitoring
- Update 3-4 times/week
- Develop monthly calendar of posts
- Will entertain, educate & drive traffic to website for more information



### Other Social Media Elements

- Social media listening
- YouTube videos

# Consumer Public Relations

- Going at it differently than just pitching gardening pubs on 'what's new this season'
- Will reach out to bloggers, lifestyle magazines & websites, and gardening magazines



# Trade Marketing

## Public Relations

- We will leverage our relationships with hort and IGC industry reporters to garner media coverage
  - Trade reporters are always eager to help promote industry campaigns
  - Retailers rely heavily on the trades for marketing and sales tips

## Trade Advertising

- Excite trade about upcoming consumer campaign



# Trade Marketing

## Trade Show Presence

- OFA Short Course (July 9-12)
  - Journal/note pad sponsorship
  - Free FP4C in onsite Guide
- IGC show (August 16-18)
  - FP4C in Directory
  - Sponsorship of 100 Buyers Luncheon





# When? When Will You See Marketing Campaign Materials?

## 2011 Key Milestones

	March	April	May	June	July	August	September	October	November	December
Media Relations										
DDD Foundation Materials	® Process	Logo & Seal Files to Members								Campaign Update
Consumer Creative		Photo Shoot				Ads	Run	Ads	Run	Ads Run
Website				Test	Site Live July 1					
Facebook				Test	Page Live July 1					
Email Blast							Blast	Blast	Blast	
Trade Shows					OFA Show	IGC Show				

# A Look Ahead For 2012

## 2012 Consumer Print and Online Summary

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>PRINT</b>												
Gardening How-To												
OK! Weekly												
Parenting												
Real Simple												
Shape												
Chatelaine (E/F)												
Today's Parents & Enfants Quebec												
<b>ONLINE</b>												
Google												
Facebook												
Social Spark												
Kontera												
SayMedia												
Gardeningclub.com												

# A Look Ahead For 2012

## 2012 Trade Print Summary

<u>2012 TRADE PLAN</u>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Today's Garden Center												
Nursery Retailer												
IGC Show Directory												
Garden Chic												
Garden Center Magazine												
GCM - All Industry Horticultural Buyers' Guide												
Lawn & Garden Retailer												
Canadian Garden Centre & Nursery Magazine												

# Measuring Success

- Sales
- DigDropDone.com traffic and engagement
- Social monitoring/SM2
- Database
- Earned media
- Post-campaign Knowledge Networks brand awareness and perceptions study



## Summary

**Who?** A new generation of consumers

**What?** A targeted campaign that excites women about bulb gardening within the context of their lives

**When?** Launch Summer 2011

**How?** Using lifestyle magazines, popular websites, social media, paid blogging, PR

**Where?** US & Canada

**Why?** To rejuvenate, reenergize and revitalize the category



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