





Proven Winners

OVERVIEW



- “Proven Winners is constantly working to refine and improve our offerings for North American gardeners and aid the nursery industry in using the best in new plant and production materials. We are committed to doing this by providing education and service to gardeners everywhere to help them succeed.”

- “From our inception in 1992, Proven Winners has made this same commitment to sustainable production practices in every one of our propagation facilities in order to provide plants that are not only better for gardeners, but that are ultimately more environmentally friendly too.”



[Why proven winners. Proven Winners. \(n.d.-b\). https://www.provenwinners.com/why-proven-winners](https://www.provenwinners.com/why-proven-winners)

TARGET AUDIENCE

- Proven Winners exist to bring high quality flowers and plants to both the distributor and the consumer. Proven winners cater to supplying greenhouses, as well as providing greenhouse customers with high quality plants and foliage. Plant growers, lovers, and appreciators alike, can all benefit from the wide variety of plants and resources that Proven Winners provides.





BRAND MISSION AND VISION



- **THE RIGHT PLANT FOR ALL PLACES:** A plant with poor genetics or a limited range of performance requires more chemical inputs to survive and perform. Proven Winners searches the world to find and select plants that are clearly superior to others of their type in our trials in Michigan, New Hampshire, Germany, Japan, and Florida. This selection process translates into better performance for the homeowner with fewer chemical inputs needed. These plants are often more resistant to disease and insect pests, have better heat and humidity tolerance, and the broadest geographic range of superior garden performance. All of this translates to fewer insecticides and fungicides needed and overall tougher plants.
- **START HEALTHY – STAY HEALTHY:** In addition to strenuous testing for garden performance, Proven Winners goes the extra step in protecting our plants and the home gardeners who use them. All Proven Winners plant varieties are screened for specific plant diseases and viral organisms. It is not a fast or inexpensive process and usually amounts to about \$5,000.00 per plant. Why do we do it? So that when the plants arrive at local garden centers, we know we have done everything possible to ensure home gardeners are getting the healthiest plants possible. It is really a simple concept - gardeners are more likely to succeed and see the value in Proven Winners if they start with strong plants. We want people to remember Proven Winners as the best plants they have ever grown! A better garden really does start with a better plant.
- **EDUCATE FOR SUCCESS:** A key cause of environmental pollution is lack of education. We have made a primary commitment to home gardeners, and to that end, our website is the gardener's link to plant specialists who are here to answer your questions every day. If we don't know the answer, we will send you to people who do. That's because we feel that if our customers are well informed, they will have more success in their garden and make fewer mistakes that could have an environmental impact. Our websites, newsletters, idea books, and other publications reach millions of gardeners annually with accurate information including how to water and fertilize, seasonal issues such as pruning and overwintering, gardening ideas, and most of all, a commitment to their success.

COMPETITORS

- Competitors that are related to this industry include Nature Hills Nursery, Horti, and Bloomscape.



ORGANIZATION OBJECTIVES

- The organization objectives pertaining to Proven Winners within the given timeline include delivering to even more greenhouses across the United States, and potentially other areas of the world. To further educate customers and consumers on the importance of sustainability and plant care. To further the market for plants and foliage by placing their products in an even greater number of stores. To also create new hybrid plants that can be patented in years to come.



COMPELLING OFFERINGS

- Proven Winners only produce the highest quality of plants, flowers, and foliage. Proven winners offers plants and flowers native to your area, shade plants, plant growing guides, deer-resistant perennials. They also offer further understanding of horticultural terms, understanding plants and their care, gardening maintenance tips and advice. Proven Winners strives to help you find the right plant that suits you and your gardening needs. Proven Winners makes it their goal to not only provide better plants, but also provide ones that are more environmentally friendly.



SUPPORTING DATA

When a garden center becomes Proven Winners certified, they receive the benefits. Benefits:

-When your staff takes the time to become certified, there are some real benefits for your business. Here's what you can expect:

- FREE Knowledge: Plant Expertise that Sells
- FREE Advertising: Active Priority Listing on our Website
- FREE Resources & FREE rewards. (Why certify?)

- "Last spring, 5,979 retail garden center employees at 852 locations completed the Proven Winners Certified Training Program, an increase of 32 percent additional certified employees over the previous year. Changes to the program including a shorter video, a group training module and the addition of Proven Winners University content is expected to boost participation even higher this year. Proven Winners will again host a free pizza party for every garden center who completes certification by May 1." (Proven winners' certified training program continues to grow)

[Proven winners' certified training program continues to grow. Greenhouse Product News. \(2021, February 10\). https://gpnmag.com/news/proven-winners-certified-training-program-continues-to-grow/](https://gpnmag.com/news/proven-winners-certified-training-program-continues-to-grow/)

[Why certify?. Proven Winners. \(n.d.\). https://www.provenwinners.com/professionals/retailers/why-certify](https://www.provenwinners.com/professionals/retailers/why-certify)

TOUCHPOINT MEDIUMS

The choice of touchpoint mediums for the growth and rebranding of the company are:

- Printed posters
- Online advertising
- Company thank you letters.



TIMELINE

October 22, 2023 ————— December 15, 2023



BUDGET

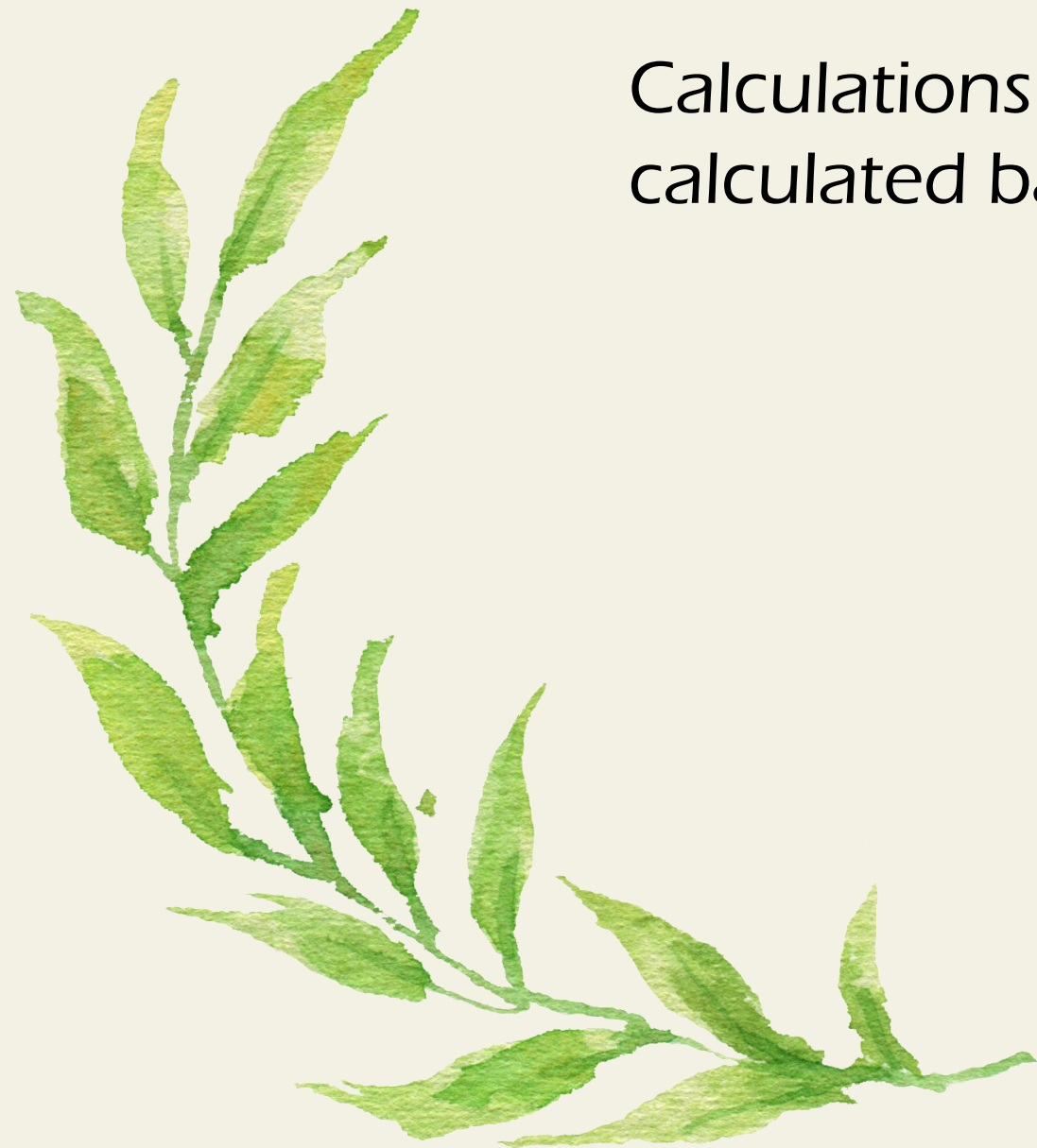


Printed Posters ————— \$787.50 per 50

Weekly Online Advertising ————— \$2,000 per week

Printed Thank You Cards ————— \$179.99 per 200

Calculations based on highest quantity for prints offered and before added taxes. Online advertising calculated based on a full-time work week with hourly pay.



BRAINSTORMING: WHAT IF?

What-ifs

What if plants improved quality of life?

What if Sustainability became common practice?

What if there was easy access to quality plants?

What if plants brought families together?

What if gardening improved mood?

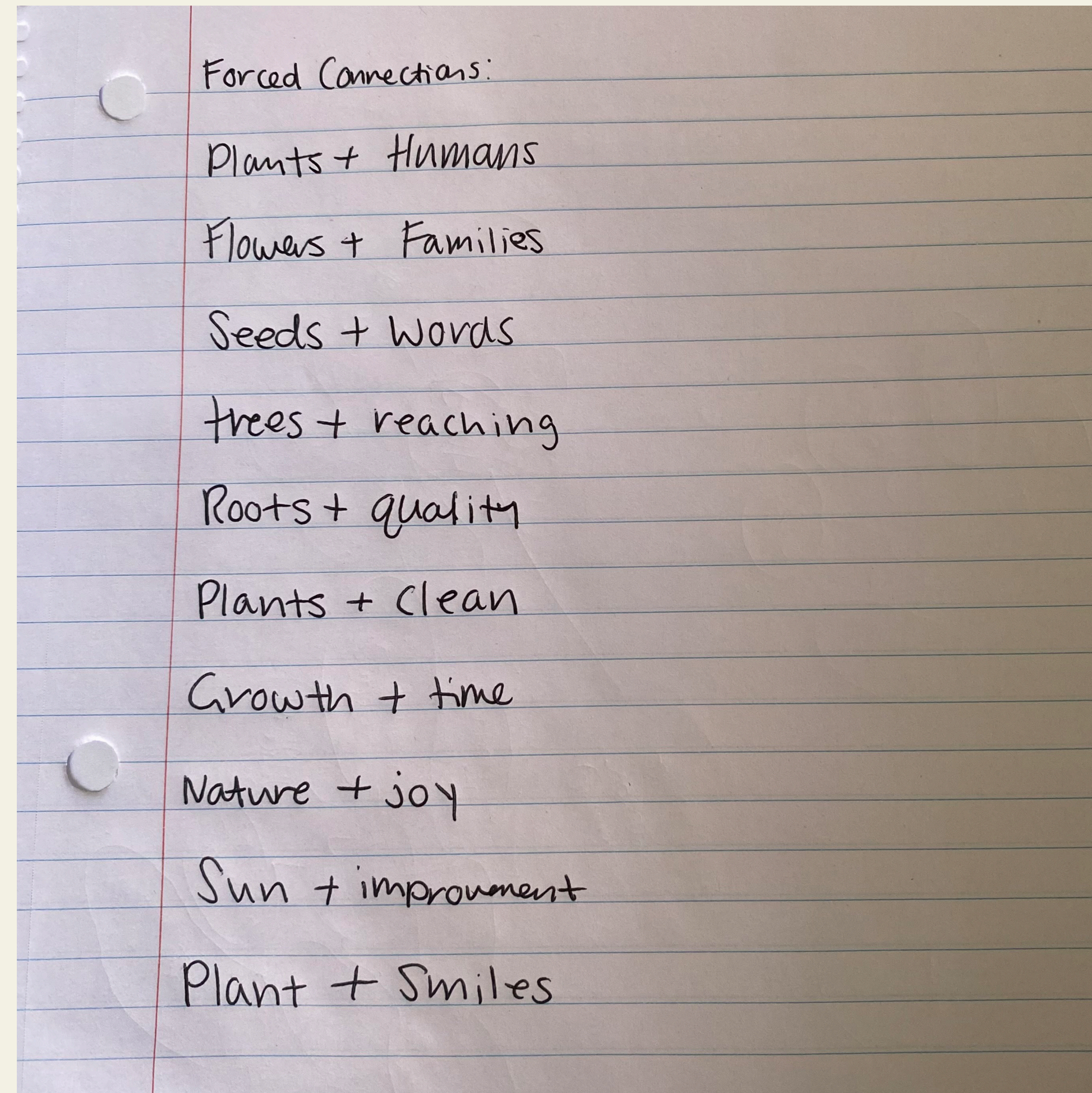
What ~~if~~ if quality plants didn't have to break the bank?

What if there was a flower/plant for anyone & everywhere?

What if caring for plants brought a sense of responsibility?

What if plants and flowers brought Joy?

BRAINSTORMING: FORCED CONNECTIONS



Forced Connections:

Plants + Humans

Flowers + Families

Seeds + Words

trees + reaching

Roots + quality

Plants + Clean

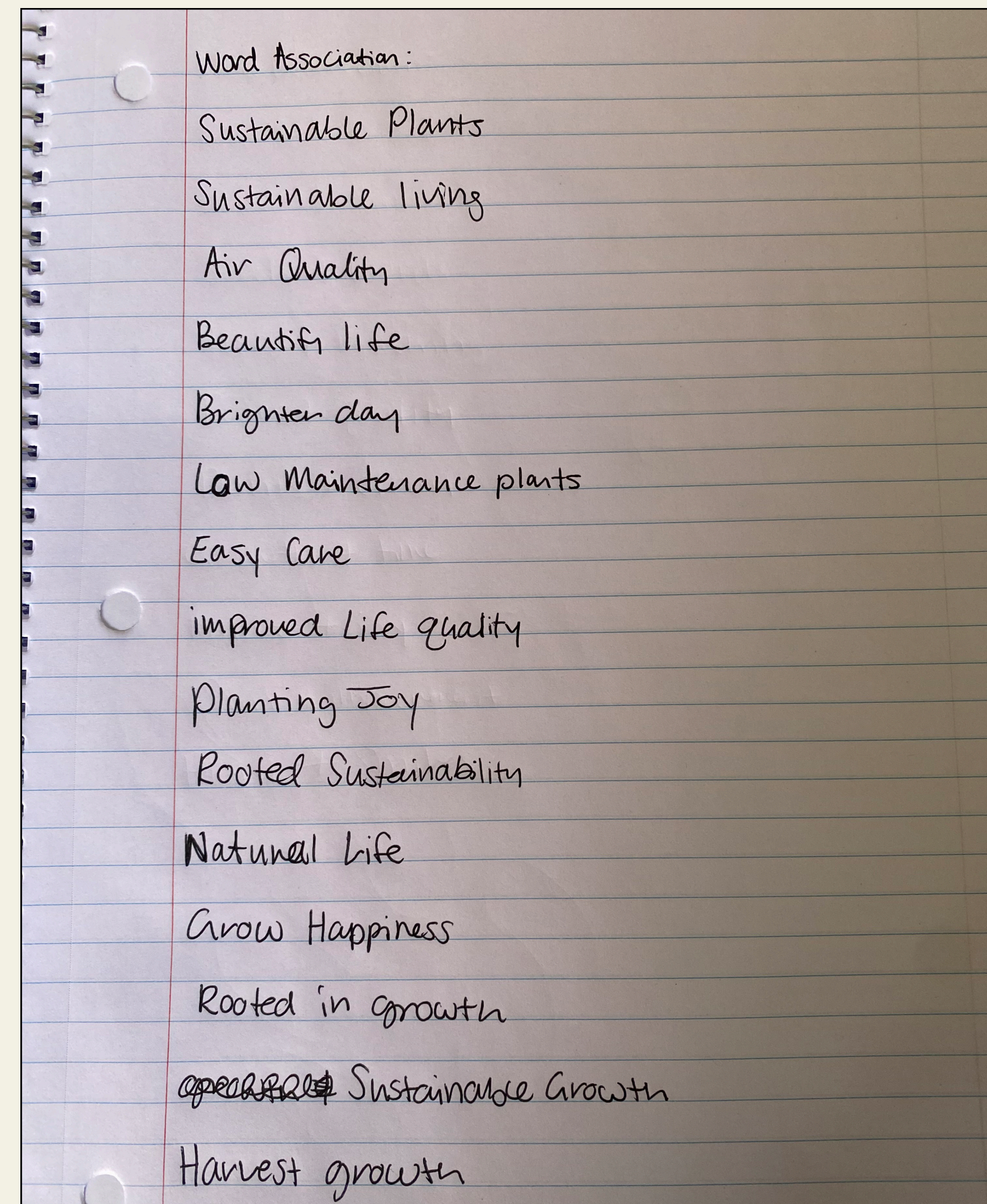
Growth + time

Nature + joy

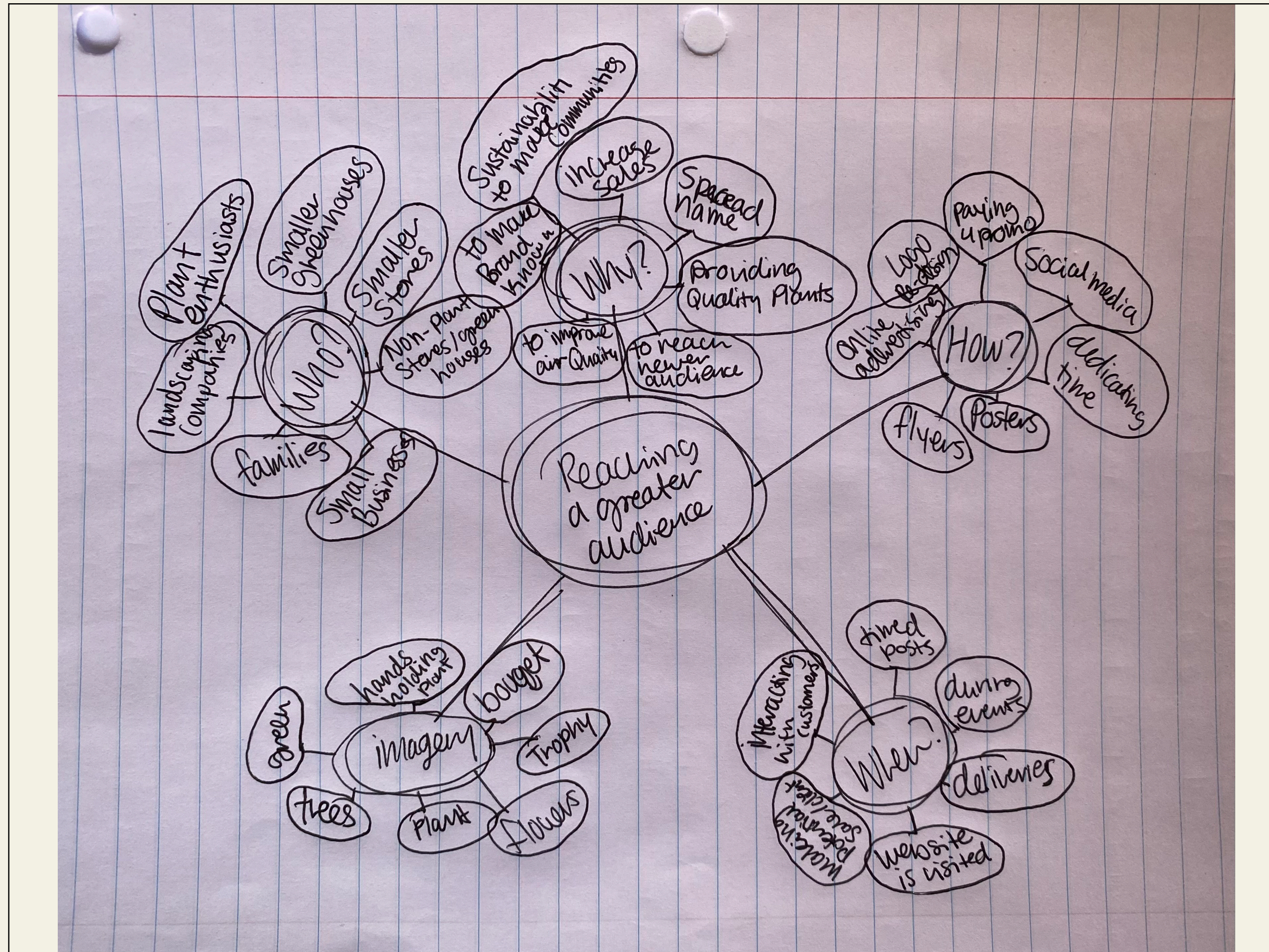
Sun + improvement

Plant + Smiles

BRAINSTORMING: WORD ASSOCIATION



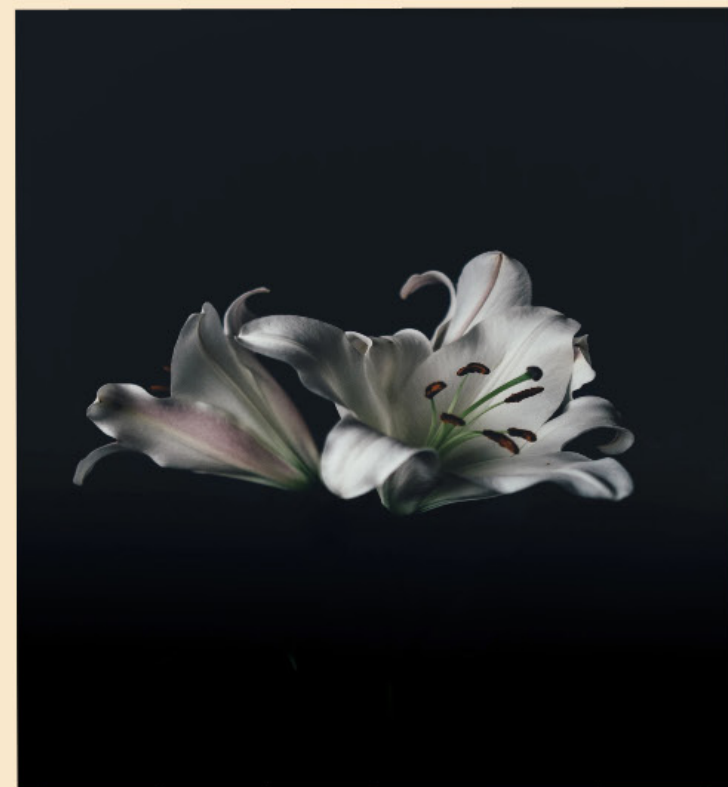
BRAINSTORMING: MIND MAPPING



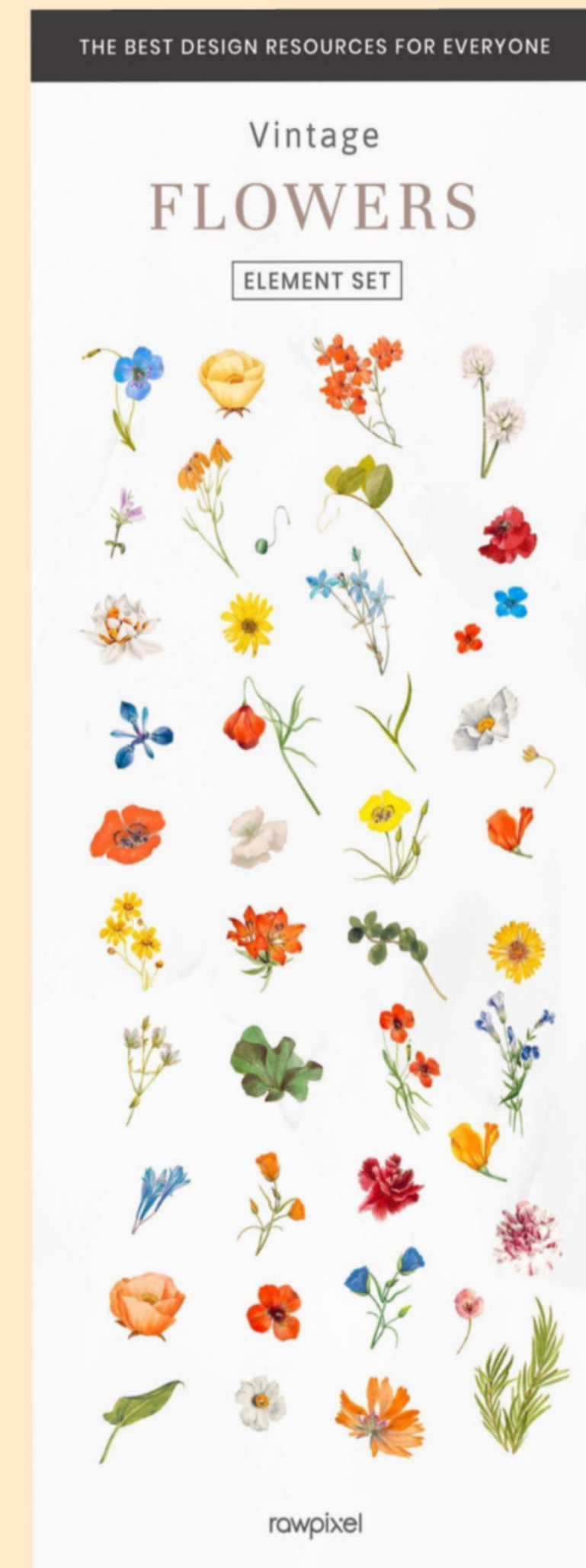
DESIGN STUDIES



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DIGITAL DEVELOPMENT



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STRIVES TO HELP YOU FIND THE RIGHT PLANT THAT SUITS YOU AND YOUR GARDENING NEEDS.

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MOCK-UPS



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OBSERVATIONS



When thank you cards were included in the orders, the customers were seen to have improved moods. This also led to them leaving better reviews on our website and leaving positive feedback on our social media accounts. Thank you cards leave the customers feeling valued and appreciated.

Upon posting what we offer on social media, we have seen growth in social media presence and increased following. Customers and followers are more likely to engage with the content and leave kind comments as well. Our audience and consumers are very invested in sustainability as well, we will work on creating more sustainability focused advertising in the near future.

Poster advertising has been effective in the way of new customers finding us from our posters posted in nurseries and greenhouses, that we already supply to. When customers and fellow greenhouse owners see the quality of Proven Winners plants in person, they are more likely to turn to our posters for further information. We will be creating posters focused on sustainability in the near future as well.



FINAL DESIGN SOLUTIONS



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P&W



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