

Proven Winners® Shrubs - Consumer advertising 2023

PRINT ADVERTISING

		Circulation / Readers	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
PRINT ADVERTISING	BENELUX													
	NL+BE: TuinSeizoen	n.a. 105.000				PW GENERIC (DYSNOW)	PW GENERIC (SDPLAY)	PW GENERIC (HPANIC)						
	NL+BE: TuinOntwerp	n.a. 63.000			PW GENERIC (DYSNOW)			HYDRANGEA ANNABELLE						
	NL: LUX	n.a. 74.000	HYDRANGEA ANNABELLE				PW GENERIC (BCHIP)							
	NL: Landidee	n.a. 179.000				PW GENERIC (PTWINE)	PW GENERIC (DYUKI)	HYDRANGEA ANNABELLE						
	DENMARK													
	Haven	33.000 190.000				PW GENERIC (PTWINE)	PW GENERIC (SDPLAY)	HYDRANGEA ANNABELLE		PW GENERIC (HPANIC)				
	FINLAND													
	Terassi	n.a. 100.000				PW GENERIC (HPANIC)	HYDRANGEA ANNABELLE		PW GENERIC (HPANIC)					
	FRANCE													
	L'ami des jardins et de la maison	80.311 n.a.				PW GENERIC (PTWINE)	PW GENERIC (SDPLAY)	HYDRANGEA ANNABELLE			PW GENERIC (HPANIC)			
								SPONSORING COMPETITION: LE PLUS BEAU JARDIN 2023						
	Silence ça pousse	n.a. 130.000					DEUTZIA YUKI				PW GENERIC (HPANIC)			
	GERMANY													
	Garten Flora	162.000 910.000				PW GENERIC (PTWINE)	PW GENERIC (DYUKI)	HYDRANGEA ANNABELLE	PW GENERIC (HPANIC)					
	Grun	46.200 n.a.					PW GENERIC (SDPLAY)	HYDRANGEA ANNABELLE						
	Meiner schoner garten	232.945 1.740.000					PW GENERIC (SDPLAY)	HYDRANGEA ANNABELLE						
	Mein Paradies Garten	150.000 n.a.				PW GENERIC (PTWINE)	PW GENERIC (DYUKI)		HYDRANGEA ANNABELLE		PW GENERIC (HPANIC)			
	ITALY													
	Gardenia	74.500 n.a.				PW GENERIC (DYUKI)	PW GENERIC (HFFLAVOUR)	HYDRANGEA ANNABELLE	PW GENERIC (HPANIC)					
	POLAND													
	Gardeners World	9.000 n.a.				PW GENERIC (DYSNOW)	PW GENERIC (SDPLAY)	HYDRANGEA ANNABELLE	PW GENERIC (HPANIC)					
	SWEDEN													
	Allt om trädgård	n.a. 204.000				PW GENERIC (PTWINE)	PW GENERIC (SDPLAY)	HYDRANGEA ANNABELLE		PW GENERIC (HPANIC)				
	UK													
	The Garden	480.000 n.a.				PW GENERIC (PTWINE)	PW GENERIC (SDPLAY)	HYDRANGEA ANNABELLE	PW GENERIC (HFFLAVOUR)					
	The English Garden	51.300 170.000			PW GENERIC (SDPBANG)		PW GENERIC (DYUKI)	HYDRANGEA ANNABELLE	PW GENERIC (BROCKETSTAR)					

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TV (NL only)	De grote tuinverbouwing	Viewers: 450.000 Reach: 780.000			HRANNA (11/3)	RBOLLY(1/4)	DYUKI (6/5)	HFFLAVOUR (3/6)	RERUNS		HYARBO (2/9)	HYSBOUL (7/10)		
					APBELLS (18/3)	HBBLANC (8/4)	HPANNA (13/5)	HQFFAB (10/6)			BU (9/9)			
					HPINKAC (25/3)	BRCHIP (15/4)	ESDBLIZZ (20/5)				HYPAN (16/9)			
						PTWINE (22/4)	SDPLAY (27/5)				DKODIAK (23/9)			
						CSTORM (29/4)					PPOMPOM (30/9)			
CONSUMER FAIRS (DE, FR, UK)	Lebensart (GERMANY) 10 fairs throughout spring / summer	Visitors: 20.000 (per fair)												
	Les Journées des Plantes, Chantilly (FRANCE)	Visitor: 40.000												
	RHS Hampton Court, London (UK)	Visitor: 240.000												
SOCIAL MEDIA	Proven Winners® Europe Instagram & Facebook (EU): provenwinners_europe	annuals & shrubs												
	Proven Winners® ColorChoice® Instagram, Facebook & Pinterest (EN, FR, DE, NL): provenwinners_en, provenwinners_fr, provenwinners_de, provenwinners_nl	shrubs												
	Youtube Proven Winners® shrubs Europe	shrubs												
DIGITAL	Proven Winners® Europe Google Ads campaign	annuals & shrubs 10bn impressions												
TRUCK	Proven Winners® branded truck													
POS	POS support													

LEGENDA

VARIETY	
Abelia Pinky Bells	APBELLS
Buddleja varieties	BU
Buddleja Chip® series	BCHIP
Buddleja Blue Chip	BRCHIP
Buddleja Rocketstar® series	BROCKET
Chaenomeles Storm series	CSTORM
Deutzia Yuki serie	DYUKI
Deutzia Yuki Snowflake®	DYSNOW

VARIETY	CODE
Diervilla Kodiak® series	DKODIAK
Exochorda Snow Day Blizzard®	ESDBLIZZ
Hypericum Sunny Boulevard	HSBOUL
Hydrangea arborescens (varieties)	HYARBO
Hydrangea Ruby Annabelle®	HYRANNA
Hydrangea Pink Annabelle	HYPANNA
Hydrangea BellaRagazza® Blanchetta	HBRBLANC
Hydrangea paniculata (varieties)	HYPANIC

VARIETY	CODE
Hydrangea Quick Fire Fab	HYQFFAB
Hydrangea Pinkachu®	HPINKAC
Hydrangea Flair & Flavours® series	HFFLAVOUR
Physocarpus Tiny Wine® series	PTWINE
Punica Pompommy®	PPOMPOM
Rhododendron Bollywood®	RBOLLY
Spiraea Double Play® series	SDPLAY