

Proven Winners® Shrubs - Consumer advertising 2024

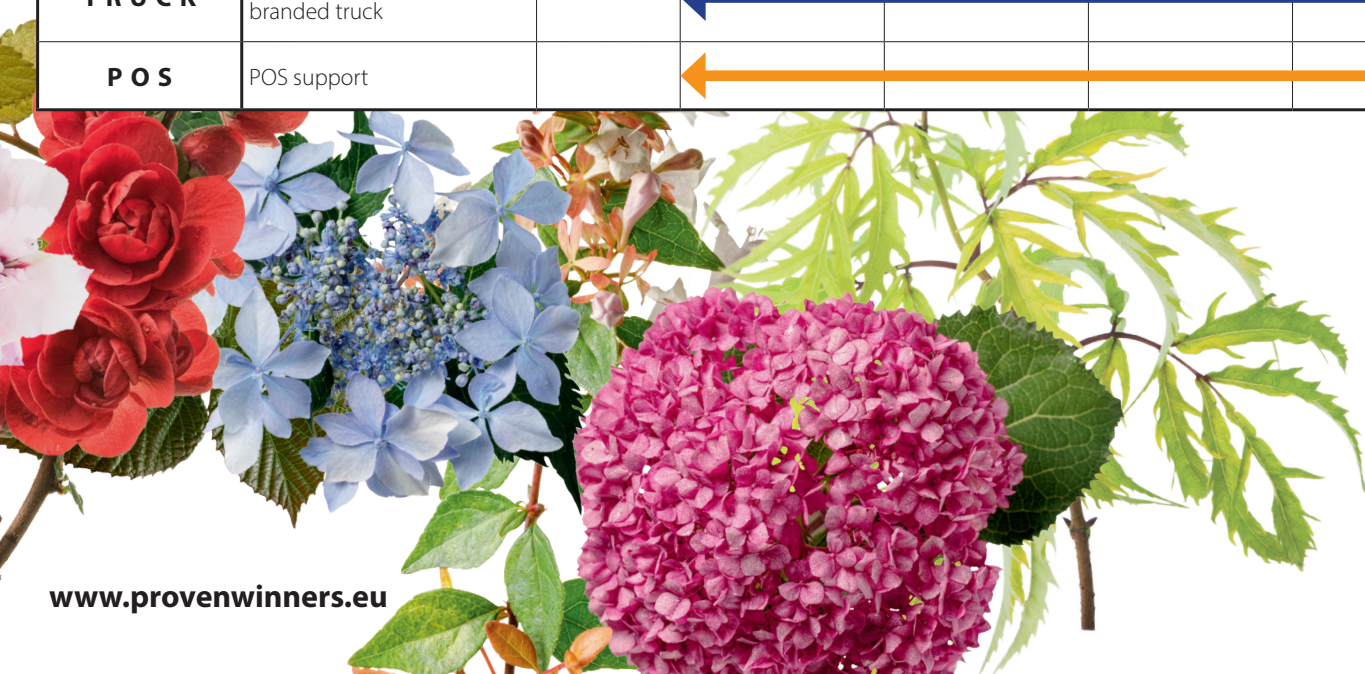


	Circulation / Readers	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
BENELUX													
NL+BE: TuinSeizoen	"n.a. 105000"				PW GENERIC EARLY SPRING: CSTORM, ESDBLIZZ & RBOLLY	PW GENERIC SPRING: PTWINE, DYUKI, SDPLAY	PW GENERIC SUMMER: HFFLAVOUR, CAPHRO, BCHIP	HYDRANGEA ANNABELLE	PW GENERIC HYPANIC	PW GENERIC LATE SUMMER: VBDIDDLEY, CSBLUE, DKODIAK			
NL+BE: TuinOntwerp	"n.a. 63000"			PW GENERIC SDPLAY			HYDRANGEA ANNABELLE						
NL: Landidee	"n.a. 179000"				PW GENERIC EARLY SPRING: CSTORM, ESDBLIZZ & RBOLLY	HYDRANGEA ANNABELLE	PW GENERIC SUMMER: HFFLAVOUR, CAPHRO, BCHIP						
DENMARK													
Haven	33.000 190.000					PW GENERIC BMISS	HYDRANGEA ANNABELLE		PW GENERIC SDPLAY				
FINLAND													
Terassi	n.a. 100.000				PW GENERIC BESTSELLERS: HPINKA, HPANNA, SDPBBANG	PW GENERIC FLOWERS: HSANNA, PHHPSTAR, PTWINE, SDPDOOZIE	PW GENERIC COMPACT: ARMOUND, HLLPUNCH, HTWINE, SDPDOOZIE						
FRANCE													
L'ami des jardins et de la maison	80.311 n.a.				PW GENERIC CSTORM	PW GENERIC SDPLAY	PW GENERIC BU			PW GENERIC LATE SUMMER: VBDIDDLEY, DKODIAK, HTBLOOM			
							SPONSORING COMPETITION: LE PLUS BEAU JARDIN 2024						
GERMANY													
Garten Flora	162.000 910.000				PW GENERIC EARLY SPRING: CSTORM, ESDBLIZZ & RBOLLY	PW GENERIC SPRING: PTWINE, DYUKI, SDPLAY	HYDRANGEA ANNABELLE	PW GENERIC SUMMER: HFFLAVOUR, CAPHRO, BCHIP					
Grun	46.200 n.a.					PW GENERIC SPRING: PTWINE, DYUKI, SDPLAY	HYDRANGEA ANNABELLE						
Meiner schöner garten	232.945 1.740.000					PW GENERIC SDPLAY	HYDRANGEA ANNABELLE						
Mein Paradies Garten	150.000 n.a.				PW GENERIC EARLY SPRING: CSTORM, ESDBLIZZ & RBOLLY		HYDRANGEA ANNABELLE		PW GENERIC HYPANIC		PW GENERIC AUTUMN: VBDIDDLEY, CSBLUE, DKODIAK		
ITALY													
Gardenia	74.500 n.a.				PW GENERIC SPRING: PTWINE, DYUKI, SDPLAY	PW GENERIC SUMMER: HFFLAVOUR, CAPHRO, BROCKET	HYDRANGEA ANNABELLE	PW GENERIC SUMMER: HFFLAVOUR, CAPHRO, BCHIP		PW GENERIC HYPANIC			
NORWAY													
Hageselskapet	24.000 135.0000							HYDRANGEA ANNABELLE	PW GENERIC PTWINE				
POLAND													
Gardeners World	9.000 n.a.				PW GENERIC PTWINE	PW GENERIC SPRING: DYUKI, SDPLAY, CSTORM	HYDRANGEA ANNABELLE	PW GENERIC HYPANIC					
SWEDEN													
Allt om trädgård	n.a. 204.000					PW GENERIC BMISS	HYDRANGEA ANNABELLE		PW GENERIC SDPLAY				
UK													
The Garden	480.000 n.a.				PW GENERIC DYUKI	PW GENERIC SDPLAY	PW GENERIC HFFLAVOUR			PW GENERIC BROCKET			
The English Garden	51.300 170.000				PW GENERIC TWINE	PW GENERIC SDPLAY		HYDRANGEA ANNABELLE					

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T V NL only	De Grote Tuinverbouwing	Viewers: 450.000 Reach: 780.000			VSTALKER (16/3)	HBRLIMET(6/4)	CAPHRO (4/5)	DYUKI (1/6)	RERUNS		HFFLAVOUR (7/9)	VBDIDDLEY (5/10)		
					BMISS (23/3)	BPMCHIP (13/4)	CSTORM (11/5)	PTWINE (8/6)				HYARBO (14/9)		
					APBELLS (30/3)	ESDBLIZZ (20/4)	HYSANNA (18/5)	HFFLAVOUR (15/6)				HYPANIC (21/9)		
						HFLIGHT (27/4)	SDPLAY (25/5)					DKODIAK (28/9)		
C O N S U M E R F A I R S CH, NL, UK	Garden Festival, Coppet (CH)	Visitors: 15.000												
	Plantenfestijn, Appelteren (NL)	Visitors: 4.000												
	RHS Hampton Court, London (UK)	Visitors: 240.000												
S O C I A L M E D I A	Proven Winners® Europe Instagram & Facebook EU: provenwinners_europe	annuals & shrubs												
	Proven Winners® ColorChoi- ce® Instagram, Facebook & Pinterest (EN, FR, DE, NL): provenwinners_en, proven- winners_fr, provenwinners_ de, provenwinners_nl	shrubs												
	Youtube Proven Winners® shrubs Europe	shrubs												
D I G I T A L	Proven Winners® Europe Google Ads campaign	annuals & shrubs 10bn impressions												
I N F L U E N C E R M A R K E T I N G	Proven Winners Brand Am- bassador program: sampling annuals & shrubs to 75 influencers across Europe													
T R U C K	Proven Winners® branded truck													
P O S	POS support													



www.provenwinners.eu

LEGENDA

VARIETY		CODE		VARIETY		CODE		VARIETY		CODE	
Abelia Pinky Bells		APBELLS		Deutzia Yuki serie		DYUKI		Hydrangea Pinkachu®		HPINKA	
Aronia Revontuli® Mound		ARMOUND		Diervilla Kodiak® serie		DKODIAK		Hydrangea Little Lime® Punch		HLLPUNCH	
Buddleja varieties		BU		Exochorda Snow Day Blizzard®		ESDBLIZZ		Hydrangea Flair & Flavours® serie		HFFLAVOUR	
Buddleja Chip® serie		BCHIP		Hypericum Sunny Boulevard		HSBOUL		Potentilla Happy Hearts® Pink Star		PHHPSTAR	
Buddleja Pink Micro Chip®		BPMCHIP		Hydrangea arborescens (varieties)		HYARBO		Physocarpus Tiny Wine® serie		PTWINE	
Buddleja Rocketstar® serie		BROCKET		Hydrangea Strong Annabelle®		HYSANNA		Rhododendron Bollywood®		RBOLLY	
Calycanthus Aphrodite		CAPHRO		Hydrangea BellaRagazza® Limetta		HBRLIMET		Spiraea Double Play® serie		SDPLAY	
Caryopteris Sunny Blue®		CSBLUE		Hydrangea paniculata (varieties)		HYPANIC		Vitex Blue Diddley		VBDIDDLEY	
Chaenomeles Storm serie		CSTORM		Hydrangea Fire Light		HFLIGHT		Viburnum Sweet Talker		VSTALKER	