



# *2024/25 Marketing Report*

## **Massachusetts**

[provenwinners.com](https://provenwinners.com)



# 2025 National Plants of the Year

These exceptional varieties were selected for the 2025 season, and Proven Winners® will be dedicating marketing resources towards building excitement and significant consumer demand of these varieties throughout 2025. Our research has shown that plants selected to be a National Plant of the Year continue to see increased sales in the years following.



LEARN MORE



**Supertunia Mini Vista® Yellow**  
Petunia



**Jack of Diamonds**  
Heartleaf Brunnera



**Heart to Heart® Blushing Bride**  
Caladium



**Prismacolor™ Orange you Gorgeous™**  
Philodendron



**Little Lime Punch®**  
Panicle Hydrangea



**Reminiscent® Coral**  
Rosa

## 2025 NATIONAL RECIPES OF THE YEAR



**Champagne Toast**



**Ireland**



**Vista View**



**Strawberry Stand**



# 2024 Top Trial Plants

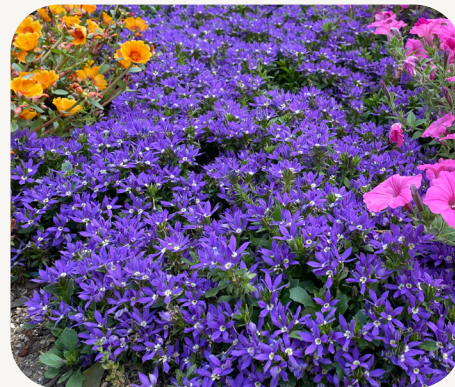
Hot topic plants at 2024 trials:



**Supertunia Mini Vista® Plum Veined**  
*Petunia*



**Supertunia Tiara® Blue**  
*Petunia*



**Stardiva® Blue**  
*Scaevola*

## Our Top Highlights of 2025

Curious to know what our top highlights will be in 2025? The lists below are all products that will be marketed to consumers through magazines, social media, and our ever-popular Gardener's Idea Book. Use these lists to help create an assortment consumers will be asking for!

### TOP PLANTS OF THE 2025 GARDENER'S IDEA BOOK

- Angelface® Wedgewood Pink *Angelonia*
- Angelface® White *Angelonia*
- Arch® *Philadelphus*
- El Niño® *Chitalpa*
- Illuminati Sparks™ *Philadelphus*
- Pillow Talk® *Gardenia*
- Reminiscent® Coral Rosa
- Scentara® Double Blue *Syringa*
- Señorita Rosalita® *Cleome*
- Simply Scentsational® *Calycanthus*
- Space Age™ Black Hole™ *Begonia rex*
- Spice Baby™ *Viburnum*
- Spice Girl® *Viburnum*
- Steady As She Goes® *Gardenia*
- Sugartina® *Clethra*
- Sweet Emotion® *Abelia*
- Sweet Romance® *Lavandula*
- Totally Tempted™ Frosted Violets™ *Cuphea*
- Totally Tempted™ Richly Red™ *Cuphea*
- Totally Tempted™ Vivid Violet™ *Cuphea*
- Tower® *Philadelphus*
- Vanilla Spice® *Clethra*
- 'Scentsation' *Lonicera*
- 'Sweet Summer Love' *Clematis*

### 2025 TOP PICKS

- Aromagica™ Purple *Heliotropium*
- Colorblaze® Mini Me™ Chartreuse *Coleus*
- Emerald Isle™ *Aloscasia*
- Mojave® Mango *Portulaca*
- Space Age™ Europa™ *Begonia rex*
- Stardiva™ Blue *Scaevola*
- Superbells® Double Smitten Pink™ Coral *Calibrachoa*
- Superbells® Double Vintage™ Coral *Calibrachoa*
- Supertunia Tiara™ Blue *Petunia*
- Virtuoso™ Pinkerific™ *Dahlia*

### PROVEN WINNERS® COLOR CHOICE® TOP PICKS

- Flavorette™ Rosa - entire series
- Let's Dance® *Hydrangea macrophylla* - entire series
- Little Lime Punch® *Hydrangea paniculata*
- Perfecto Mundo® *Rhododendron* - entire series
- Reminiscent® Coral Rosa
- Scentara® Double Blue *Syringa*



LEARN MORE ABOUT  
THE 2025 TOP PICKS



VIEW THE FULL  
GARDENER'S IDEA  
BOOK LIST

# 10 Best-Selling Shrubs

**PW**  
PROVEN  
WINNERS®

COLOR CHOICE  
FLOWERING SHRUBS



**Low Scape Mound®**  
*Aronia*



**Pugster Blue®**  
*Buddleia*



**Sprinter®**  
*Buxus*



**Incrediball®**  
*Hydrangea arborescens*



**Limelight Prime®**  
*Hydrangea paniculata*



**Little Lime Punch®**  
*Hydrangea paniculata*



**Flavorette™ Honey Apricot**  
*Rosa*



**Double Play Doozie®**  
*Spiraea*



**Tater Tot®**  
*Thuja*



**North Pole®**  
*Thuja*



# Top Annuals Sold in Massachusetts

\*Based on Online Sales



Supertunia® Royal Velvet®  
Petunia



Supertunia Vista®  
Bubblegum® Petunia



Supertunia® Bordeaux™  
Petunia



Superbena® Whiteout™  
Verbena



Diamond Frost®  
Euphorbia



Laguna® Sky Blue  
Lobelia



Supertunia® Blue Veined  
Petunia



Superbells® Yellow  
Calibrachoa



Whirlwind® Blue  
Scaevola



Superbells® Yellow  
Chiffon™ Calibrachoa

# Top Perennials Sold in Massachusetts



'Cat's Pajamas'  
Nepeta



'Cat's Meow'  
Nepeta



Rock 'N Low®  
'Boogie Woogie' Sedum



Amazing Daisies®  
'Spun Silk' Leucanthemum



'Denim 'n Lace'  
Perovskia



Amazing Daisies®  
Daisy May® Leucanthemum



'Paint the Town Red'  
Dianthus



Fruit Punch®  
'Classic Coral' Dianthus



'Spot On'  
Pulmonaria







Amazing Daisies® 'Banana  
Cream II' Leucanthemum

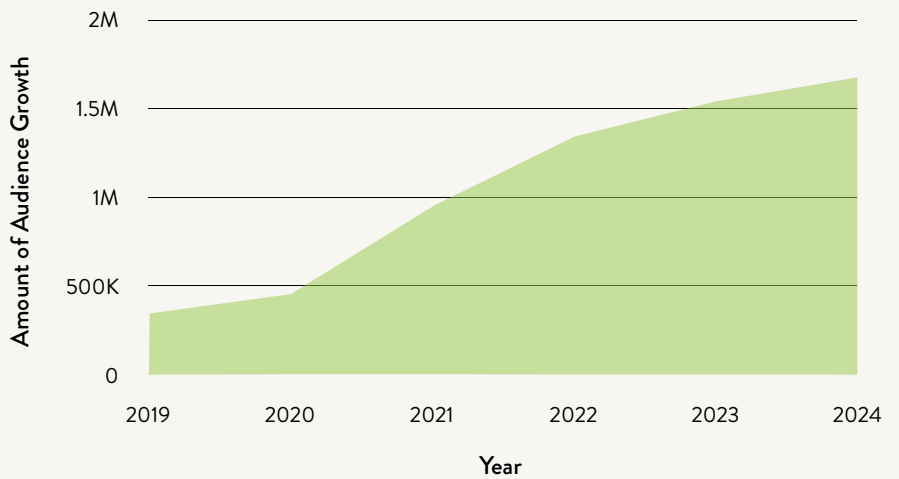


# Social Media

As of August 2024, our combined social media channels have achieved:

-  **319M+**  
Total Impressions
-  **16.1%**  
Total Audience Growth
-  **4.4%**  
Average Engagement Rate  
(All Platforms)
-  **37M+**  
Video Views

Total Audience Growth Since 2019:



# Content Creators

Content creators are influencing millions of gardeners every day on TikTok, Instagram, Facebook, and YouTube. We're proud to work with amazing social media stars who bring Proven Winners® plants and products in front of their audience and show them tips and tricks for planting, watering, fertilizing, pruning and more.

With more than 22 content creators across the US and Canada, our social media partners appeal to followers from the budding plant-lover all the way to the most experienced gardener. There's something for everyone from the rainy Northwest Pacific to the heat of Texas to the clay soils of the Mid-Atlantic.



**Kamoya Analesia**  
@gardenaddictz



**Laura LeBoutillier**  
@GardenAnswer



**Janey Santos**  
@DigPlantWaterRepeat



## Online

# 9.4M

Visitors

Over 246,936 web visitors were from Massachusetts. On average, visitors spent approximately 4 minutes on our site - 3x longer than the national average!

## Podcasts

# 109,853

Unique Listeners

Available to stream online, Gardening Simplified saw a 177% increase in listeners in 2024 plus has over 2.4M views on YouTube.



SCAN TO LISTEN!

## Billboards

# 147M+

Impressions

Our national campaign covers 65 markets across 28 states with static, digital, and weather-triggered boards.



LEARN MORE

## Broadcast & Streaming Media

# 19.2M

Impressions

Through geo-targeting, Proven Winners® is reaching consumers at home and on their devices with digital, video and audio advertisements. We reach consumers through Spotify, iHeart, Hulu and more.

Our digital ads see click rates that are double the national average and video completion rates are over 98% - meaning consumers are actively engaged and interested in our content.

# hulu



## Consumer Print Ads

# 70,943

Massachusetts Subscribers

FIND ADS FEATURED IN THESE PUBLICATIONS WITH OVER 7.9M SUBSCRIBERS



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



# The Gardener's Idea Book

Part of Connect+? Order by January 10, 2025 to have the Gardener's Idea Book personalized with your garden center's logo!



**478,954**

copies distributed nationally

**18,932**

distributed in Massachusetts



**ORDER NOW**

## Connect+ Marketing

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

By providing 350+ social posts, Connect+ has helped garden centers increase impressions and engagements while reducing the time needed to create social media campaigns—allowing you to spend more time in the garden center with your customers.

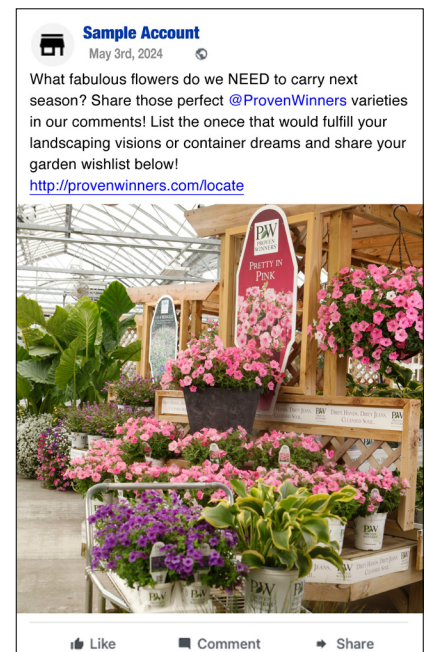
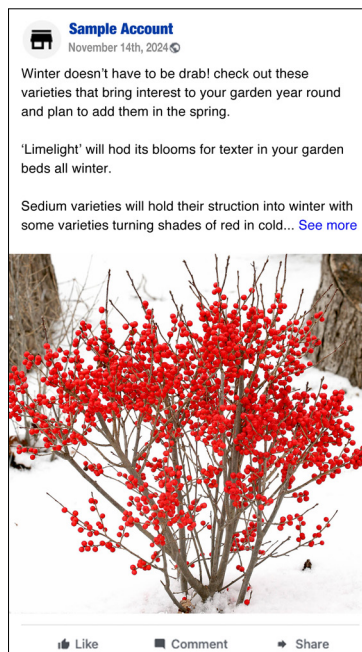
In just one quarter alone, social media posts created by our team have led to an 87% increase in impressions and a 27% increase in engagements. Scan the QR code to learn more and start growing your social media presence today!

**CONNECT+**

Exclusive Marketing Solutions for IGCs



**LEARN MORE**



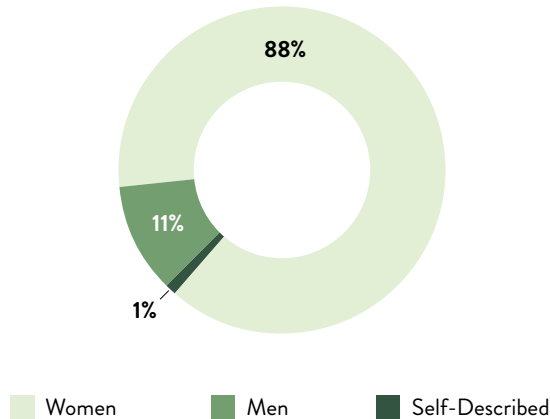


# Consumer Garden Insights

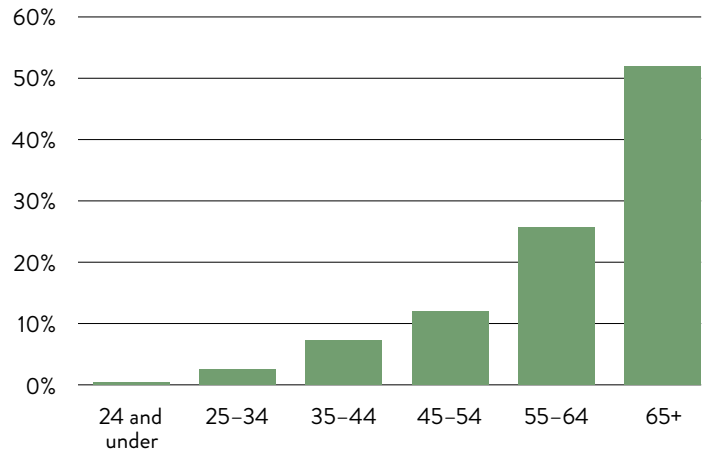
Key takeaways from 2024 August Survey  
**Total Respondents: 7,469**

For more information on results, contact:  
**Jessica DeGraaf – [jessica@provenwinners.com](mailto:jessica@provenwinners.com)**

## RESPONDENT GENDER IDENTITY



## RESPONDENT AGES



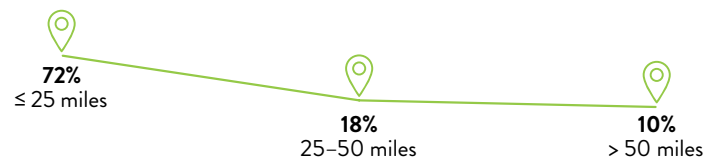
## GARDEN CENTERS VISITED

68% visited 2-5 garden centers and 24% visited 5 or more. When asked why they visited more than 5 garden centers, respondents explained that they do so for fun and inspiration, to find specific plants and to find the best prices.



## DISTANCE TRAVELED

Most respondents are visiting garden centers within 25 miles of their home, but nearly 18% are willing to drive 25-50 miles to find a specific variety with 10% traveling over 50 miles.



## WHAT IS IMPORTANT TO A GARDENER WHEN THEY'RE SHOPPING

When asked to rank a list of considerations when plant shopping, consumers told us that plant health is top of mind and more important to them than cost.

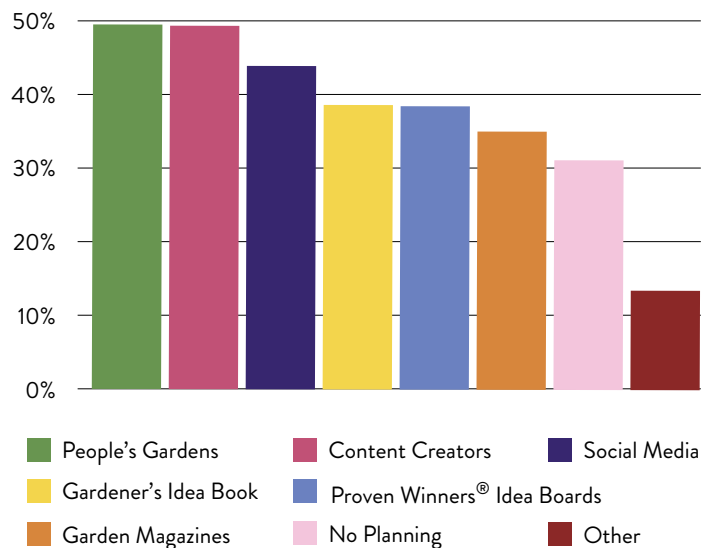


## TOP CHALLENGES FOR GARDENERS



## WHAT INSPIRES THEM

For respondents aged 25-44, friends' and neighbors' gardens were their top source of inspiration followed by content creators and social media. Those 45+ are more likely to rely on their own expertise and garden magazines.







LEARN  
MORE ABOUT  
LEAFJOY

**PW** **leafjoy**<sup>®</sup>  
PROVEN  
WINNERS<sup>®</sup> bring nature inside<sup>®</sup>

## Marketing

In 2024, we aligned leafjoy's consumer marketing through seasonal campaigns across video and audio ads, social media, and Google ads. These efforts resulted in 20M+ impressions and featured a call-to-action directing consumers to visit their local garden center.

By 2025, we aim to develop social media platforms specifically for leafjoy to provide houseplant enthusiasts with more leafjoy content.



## Social Media

Over 40 social posts garnered an average 7.8% engagement rate. Here are just a few of our best-performing ones:

