

PW

**PROVEN
WINNERS®**

The Brand Gardeners Trust®



2024/25 Marketing Report

Iowa

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

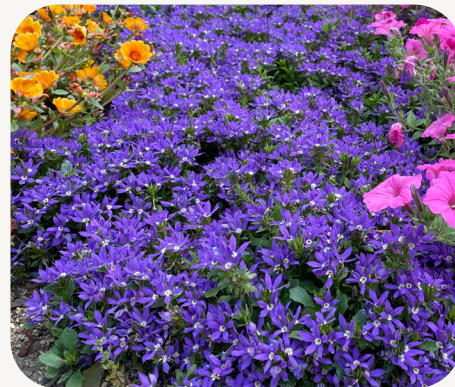
Hot topic plants at 2024 trials:



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 Iowa

*Based on Online Sales



**Supertunia Vista®
Bubblegum® Petunia**



**Supertunia Vista® Fuchsia
Petunia**



**Supertunia® Royal Velvet®
Petunia**



**Supertunia® Bordeaux™
Petunia**



**Supertunia Vista®
Jazzberry® Petunia**



**Lemon Coral®
Sedum**



**Diamond Frost®
Euphorbia**



**Superbells® Lemon Slice®
Calibrachoa**



**Supertunia Vista®
Silverberry Petunia**



**Superbells® Yellow
Calibrachoa**

Top Perennials Sold in Iowa



**Sweet Romance®
Lavandula**



**'Cat's Pajamas'
Nepeta**



**Rock 'N Round®
'Bright Idea' Sedum**



**'Pink Profusion'
Salvia**



**'Violet Profusion'
Salvia**



**'Midnight Masquerade'
Penstemon**



**'Cat's Meow'
Nepeta**



**'Serendipity'
Allium**







**'Paint the Town Red'
Dianthus**



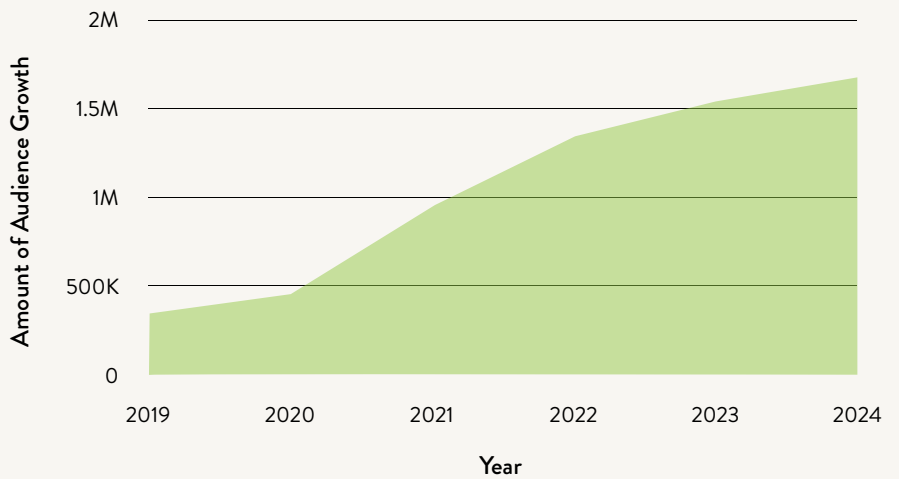
**Color Spires®
'Back to the Fuchsia' Salvia**

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 145,658 web visitors were from Iowa. 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

45,460

Iowa 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

12,130

distributed in Iowa



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.

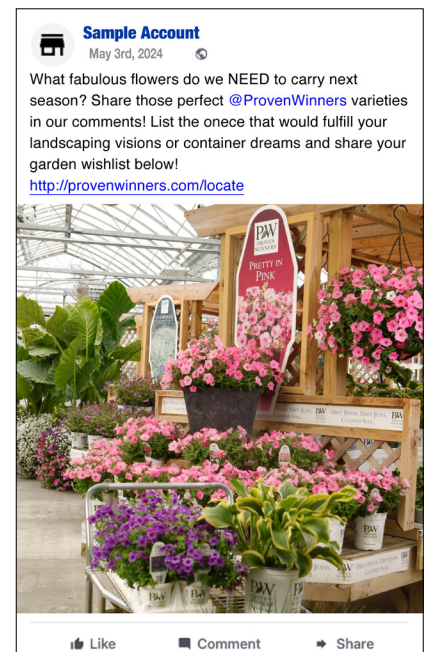
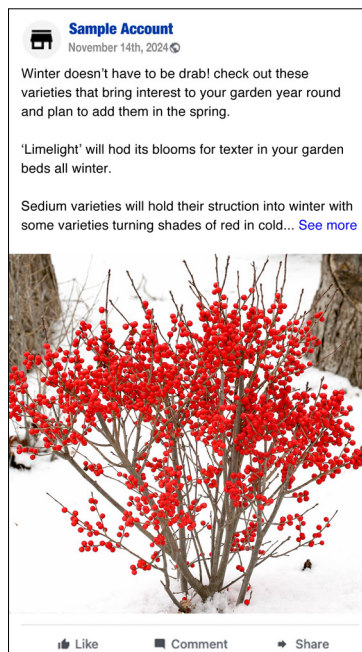
In just one quarter alone, social media posts created by our team have led to an 87% increase in impressions and a 27% increase in engagements. Scan the QR code to learn more and start growing your social media presence today!

CONNECT+

Exclusive Marketing Solutions for IGCs



LEARN MORE

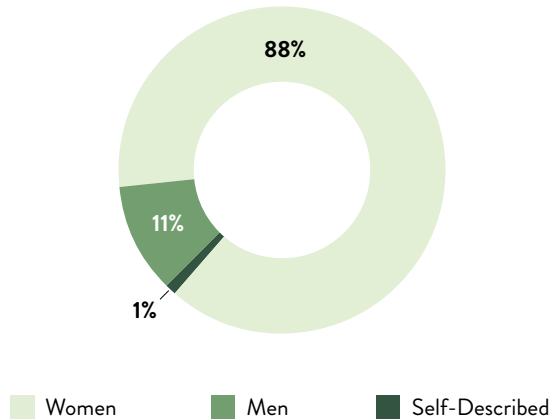


Consumer Garden Insights

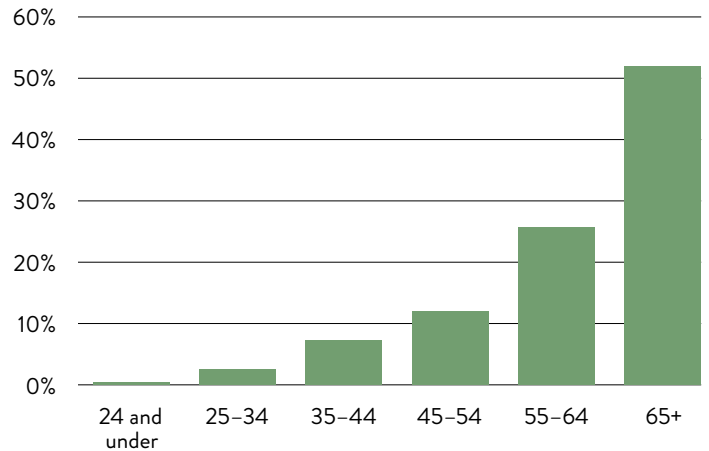
Key takeaways from 2024 August Survey
Total Respondents: 7,469

For more information on results, contact:
Jessica DeGraaf – jessica@provenwinners.com

RESPONDENT GENDER IDENTITY



RESPONDENT AGES



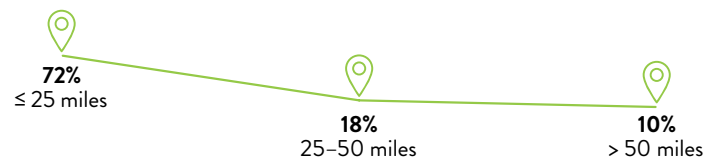
GARDEN CENTERS VISITED

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.



Plant Health



Specific Colors



Plants They Recognize



Cost

TOP CHALLENGES FOR GARDENERS



Weather



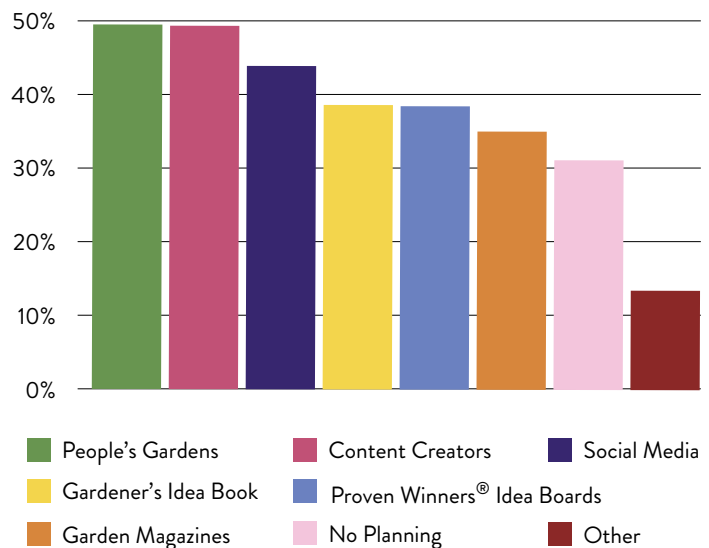
Pests & Vermin



Finding a Specific Variety

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**[®]
PROVEN
WINNERS[®] bring nature inside[®]

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:

