

Our mission is to promote flowers and plants in various European countries and to make them top-of-mind again. We want to make flowers and plants special by creating unique and surprising content. To give an impression of our work to date, we have listed a number of important activities over the first months of 2017.

Our monthly recurring campaigns provide the press, trade and bloggers with a fresh hook to use once every 4 weeks.

**MONTHLY PR CAMPAIGNS**

**FLOWER AGENDA** DE / FR / NL / UK

EYE-CATCHING

**SO FAR THE FLOWER GIRLS HAVE ACHIEVED a PR value of over €300,000**



Every month a different flower is in the spotlight, with inspirational text and images.

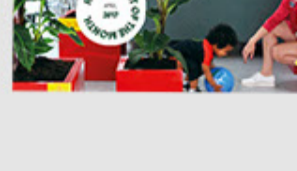
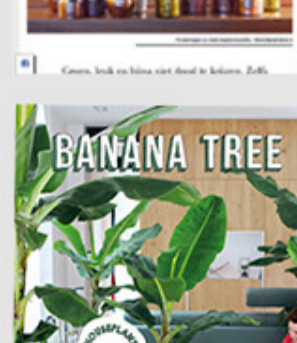
On average, the content is shared or reproduced 75 times per country. In the UK, 1 placement achieved a reach of 450,000 on online.co.uk

In addition, 12 significant influencers in the Netherlands (our Flower Girls) create their own content about one flower from the Flower Agenda.

**HOUSEPLANT OF THE MONTH** DE / FR / NL / UK

EYE-CATCHING

**TV5MONDE shares content in programme WITH ALMOST 7,5 MILLION VIEWERS**



Every month we draw attention to a houseplant or a group of plants. It's a campaign that's picked up by hundreds of media with an average total gross reach of 500 million per month.

Hence our content has been shared by - amongst others - Metro in the Netherlands (circulation 400,000).

The material is also increasingly used by growers, traders and florists.

65% of the total reach is achieved in Germany.

**GARDEN PLANTS PR CAMPAIGN** DE / NL

EYE-CATCHING

**Articles in Home & Garden (NL) & We love Living (DE) GROSS REACH 382,000**



In order to highlight the various types of plants, garden plants also have their own monthly campaign: Garden Plant of the Month.

In addition, a media jury selects the Balcony and Patio Plant of the Year. The winners, which are promoted as must-haves from April, are a good hook for the press. The campaign has a monthly gross reach of over 500 million in Germany and the Netherlands.

Alongside monthly PR activities, we also link up with special (holiday) days and create momentum for flowers and plants with specially tailored promotions and campaigns.

**SPECIAL MOMENTS**

**INTERNATIONAL WOMEN'S DAY** DE / NL

RESULT

**Collaboration with a lifestyle blogger Masha Sedgwick REACHED OVER 2,3,00 GERMAN CONSUMERS**



De Bijenkorf department stores in Holland approached us for a collaboration on International Women's Day. As a celebration of women, we surprise them with a flower in all the stores. A picture was created live in collaboration with Hyshtil Sander.

In Germany we worked with the popular German lifestyle blogger Masha Sedgwick, who created unique content with us for this special day.

**SPRING DOSSIER** DE / FR / NL / UK

EYE-CATCHING

**13,000 UNIQUE PAGE VIEWS on the German websites**

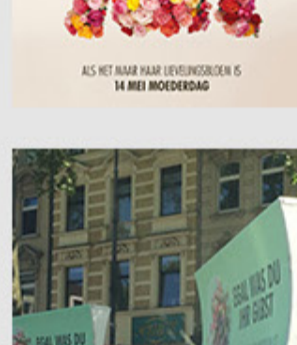


To celebrate spring we created a series of articles, photography and video in order to inspire consumers to do more with flowers and plants at this time of year.

**MOTHER'S DAY** DE / FR / NL / UK

EYE-CATCHING

**ALMOST 6,5 MILLION IMPRESSIONS through socials and display advertising in France**



In the UK we produced an eye-catching Flowerhug post which warned that giving flowers could result in a big hug and crushed flowers, which was seen by 55,000 consumers.

In DE-FR-NL the eye-catching campaign for Mother's Day was: "It doesn't matter what you give her on Mother's Day, as long as it's her Favourite Flower". The campaign was distributed in Germany through Out Of Home, socials and display advertising. In NL this achieved 791,179 impressions, through LINDA.

**VITAMIN P FOR MEN** DE

RESULT

**SO FAR nearly 4 million video views achieved**



As a follow-up to the Vitamin P campaign in the spring of 2016 and the Vitamin P for Men Shops in the autumn of 2016, Planzenfreude.de launched the Vitamin P campaign this year around the German Father's Day 2017.

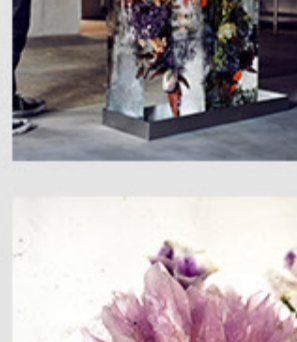
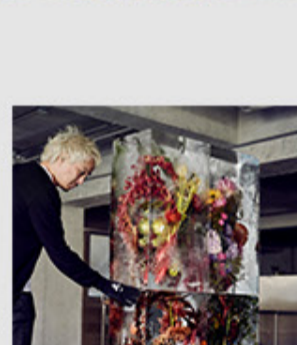
In order to provide extra enrichment, we have launched initiatives such as Exposé and The Green Gallery, where the focus is on exclusive content with a more premium feel. Naturally we continue to fill our social channels and websites throughout the year with news and inspiration about flowers and plants.

**SPECIALS**

**EXPOSÉ** DE / FR / NL / UK

EYE-CATCHING

**Edition # 14 already has 119,396 likes ON ALL FACEBOOK PAGES**



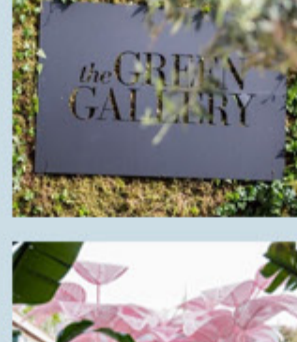
We produced an online video portrait with world-famous floral designer Azuma Makoto which was placed on - amongst other places - Harpers Bazaar, Elle and the American Flowermag magazine.

The #15 edition puts the spotlight on Ruby Barber of the Mary Lennox flower and plant studio in Berlin.

**THE GREEN GALLERY** DE / FR / NL / UK

RESULT

**The online magazine has now REACHED 175,000 READERS**



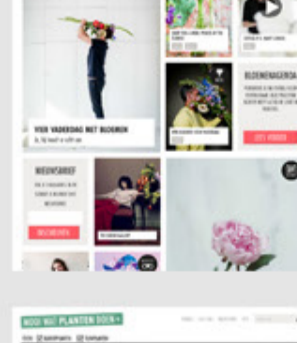
At the start of April The Green Gallery launched edition #6, in which the wonderful world of flowers and plants is presented in an entirely unique way.

This special edition was launched 'live' at Salone del Mobile in collaboration with Wallpaper\* at the Wallpaper\* Handmade Exhibition in Milan.

**ONLINE** DE / FR / NL / UK

RESULT

**Over 1 million UNIQUE VISITORS in four countries**

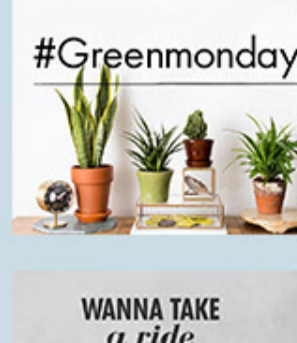


We create eye-catching and high profile content that we want to share with consumers and professionals. This content is also shared by our own channels such as the consumer websites, whereby we have reached over 1 million visitors in four countries. 70% went to the plant sites, which also fits with today's zeitgeist and the current plant trends.

**SOCIAL** DE / FR / NL / UK

EYE-CATCHING

**FACEBOOK PFLANZENFREUDE.DE has over 90,000 followers**



In the first quarter there was an increase in the number of followers on the social media channels.

The Green Gallery reached 10K followers on Instagram.

#Mooiwatbloemendoen has now been used more than 5000 times.

The Grandmother's Day FB post received 7500 likes, 900 shares and reached 200K.

**WHAT'S UP NEXT**

- FLOWER AGENDA, HOUSEPLANT AND GARDEN PLANT CONTINUE
- Sunflower rally in collaboration with Royal FloraHolland
- 3 NEW EDITIONS OF THE GREEN GALLERY & EXPOSÉ
- Collaboration with the Happinez Festival
- #FavouriteFlower campaign in four countries
- 2018 TRENDS
- Trends at Salon du Végétal
- SUMMER DOSSIER IN COLLABORATION WITH DELICIOUS

Mehr Informationen auf [TOLL WAS BLUMEN MACHEN](#) [PFLANZEN FREUDE](#) Pour plus d'inspiration, visitez [LA JOIE DES FLEURS](#) [MA PLANTE MON BONHEUR](#) Ga voor meer inspiratie naar [MOOI WAT BLOEMEN DOEN](#) [MOOI WAT PLANTEN DOEN](#) For more inspiration visit [FUNNY HOW FLOWERS DO THAT](#) [THE JOY OF PLANTS](#)