

NURSERY PAPERS

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Improve Your Plant/Life Balance...

On March 2 2011 the Nursery & garden Industry will launch its most ambitious and dynamic marketing campaign in many years. Across the country more than 20,000 plants will be given away to commuters as they arrive for work. Dressed in branded t-shirts, promotional staff and more than 80 industry personnel will create a buzz as we stimulate interest in plants and the national Improve Your Plant/Life Balance campaign.

In this Nursery Paper Jacqui Gibbs NGIA's Marketing and Communications Manager presents the campaign, the rationale behind it and the plans for expanding the campaign over the coming three-five years.



Improve Your Plant/Life Balance.

An industry initiative to boost green life sales and get people talking about plants.

Nursery & Garden Industry Australia is excited to announce a new industry initiative to boost sales of green life and plant care in Australia. We want to get people talking about the health and wellbeing plants offer — not to mention the financial and environmental benefits. The goal is a green life revolution.

So what's our big idea to get us there?

In today's busy world, who doesn't personally know the importance of maintaining a good work/life balance? We've taken that thought a step further with the idea of Plant/Life Balance.

This brilliantly simple but insightful idea works like this...

Leveraging off the well-known phrase and

concept of work/life balance we will educate, inspire and engage Australians by connecting on both a rational and emotional level, showing how they can be happier, healthier and even wealthier by having more plants in their world and in doing so....

Improve their Plant/Life Balance

Through the campaign we will:

- Increase the sales of green life across all sectors
- Increase the perceived value of plants amongst Australian consumers
- Reinforce the positive environmental benefits of plants
- Support the industry's capacity to seize opportunities in the marketplace



Where did the idea come from?

We needed a big all-encompassing idea to work across a range of media to launch this green life revolution. The battle cry... Improve Your Plant/Life Balance.. allows us to grab attention with a single call-to-action.

At the same time it flows beautifully to smaller, focused campaigns that relate to all our green life and plant care segments including trees, shrubs, seedling, indoor, potted colour, natives and edibles.



Why will it work?

Human insight, wit and memorability give this brand idea real meaning and longevity. We expect to get Australians thinking and talking about Plant/Life Balance and its benefits. The idea is the perfect platform from which to highlight the advantages of

greater exposure to green life to Australians in all walks of life.

It will work across many different communications media (e.g. tv, print, billboards, point-of-sale) for the next 3-5

years and translates effortlessly to all green life (and even allied plant care) segments. Most importantly, it creates a common sense of purpose for consumers, growers and sellers to Improve Australia's Plant/Life Balance.

More great Improve Your Plant/Life Balance ideas to come in the future...

Over the next 3 - 5 years this campaign will underpin all national industry marketing activity and be exponentially leveraged at the local level with any initiatives you undertake.

The first initiative is about creating a database of new gardeners - the desk plant is the hook which links into Facebook and kicks off the program on March 2 2011.

This is a conscious effort to put the issue of Plant/Life Balance on the agenda of a younger more urban and highly influential crowd in the first instance – the 'early adopters' to create talk and start engagement and the debate.

As this community of fans (database) grows we will be enthusing and educating them about the benefits of plants and making it simple and enjoyable to have all different types of plants in their lives. The result – greater awareness of the value of plants and more sales for the entire industry.

The initial target audience will have a vastly different experience of Greenlife and gardening to our primary customer for subsequent campaigns.

Our primary target customer ongoing is defined as 'Chloe' and while she is very well- represented on Facebook, she is already a "light to medium gardener

Who is Chloe?

- Female
- Aged 35-50
- A light to medium gardener – (in the garden once a month or less)
- Paying off (or has paid off) the family home in outer suburban or country areas
- House proud
- Constantly improving the property: renovating and/or decorating
- A 'visible achiever', 'socially aware' or 'conventional family lifer'
- Environmentally conscious
- A home entertainer
- Financially pressured (or feels that way)



'Chloe'

As the program progresses there will also be opportunities for targeted advertising by growers, retailers and allied traders

Ideas for Future Phases

Money DOES grow on trees

Sector Focus: Trees and shrubs over 1 metres

Idea: Improving the value of your home with trees and plants.

Campaign thoughts: There are many ways to add value to a home, but trees and shrubs are a relatively easy and inexpensive way to increase property value by up to 20%. This campaign shows consumers how to add value to their property with trees and shrubs, as well as how to cutting their energy bill.

Grow a gourmet garden

Sector Focus: Edibles

Idea: Cook with ingredients from your own fruit, vegetables and herb garden.

Campaign thoughts: Thanks to the popularity of shows like MasterChef, more and more people are developing love for cooking and fresh ingredients. This campaign will feature a cookbook with recipes featuring home-grown vegies and herbs and recipe suggestions on plant spikes and tags e.g. make the perfect pesto with your own basil.

Plant some love

Sector Focus: Potted colour

Idea: Potted colour plants are the perfect gift.

Campaign thoughts: Not only are cut flowers the most predictable and cliché gift for Valentine's Day, they also die within a few days. This campaign is about promoting potted colour as a much better gift than flowers. There's the fun of finding the perfect plant for every personality, and, unlike flowers, plants can last for years and years.

Opportunities in the Urban Environment...

The strength of this campaign is it does not end with consumers. The plant/life balance message is just as relevant for councils, developers and government. Over the next twelve months NGIA will be promoting the environmental benefits through a range of activities, including, but not limited to:

- Meetings-Presentations tailored for sectors and localities
- Research snippets via websites

- Educational Displays
- Government Submissions

Directly aimed at raising awareness of the value of industry to the community in addressing issues of:

- Moderating temperature extremes
- Improving liveability
- Reducing crime
- Improving well-being and Cleaning the air



Eight plants have been chosen for the giveaway promotion.

They are:

- Ornamental chili
- Zanzibar gem
- Peace lily
- Fern
- Kalanchoe
- Bromeliad
- Succulent
- Lucky Bamboo

The first tactical campaign "Put a Plant on Your Desk" will launch...

March 2, 2011...

with a massive plant giveaway targeting office workers in the major capital cities around the nation.

- SYDNEY – Wynyard Park – 5,000 plants
- MELBOURNE – Federation Square - 5,000 plants
- BRISBANE – St George Square - 4,000 plants
- ADELAIDE – Rundle Mall - 2,000 plants
- PERTH - Murray Street Mall - 2,000 plants
- CANBERRA – City Walk - 2,000 plants
- DARWIN/ Alice Springs - 200 plants
- HOBART - Hobart Mall - 200 plants

'Put a plant on your Desk' is the call to action. Each plant has an activation code (on the specially designed plant label), encouraging people to join our custom-built Plant/Life Balance Facebook group – [facebook.com/plantlifebalance](https://www.facebook.com/plantlifebalance). Once there, they learn how to take care of their plant, share its progress with Facebook friends, enter weekly competitions, and receive green life offers and lots more. Be sure to check out the Plant Life Balance facebook application from March 2nd.

Why are we targeting Office Workers?

We have chosen office workers because they are a highly identifiable and easily targeted segment. There are approximately 7.2 million office workers in Australia. That's a very large percentage of the Australian population with daily access to the internet and social media sites such as Facebook.

We also have significant and compelling research highlighting how plants in the office environment can reduce stress, improve productivity, increase job satisfaction and reduce sick leave. A great hook for our public relations campaign.

- Office workers represent a significant percentage of the Australian population
- Approximately 7.2 million office workers in Australia
- 3.5 - 4.3 million office workers with a desk on the Eastern Seaboard alone



Why a Facebook Campaign?

Facebook is a social networking website that connects friends at home, work and abroad. It has more than 500 million active users (July 2010,) which is about one person for every fourteen in the world.

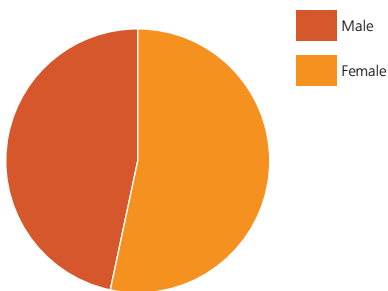
In Australia more than 44% of people are active, regular users of Facebook – that's more than 9.3 million people.

Combined with online advertising and the plant giveaway social media provides us with a powerful tool to reach maximum numbers with a very small budget.

Through Facebook we will create an online community of fans and new plant lovers we can engage with over time, maximising the power of social networking.

The initial campaign will be from March to June 2011 and during this time include a mini campaign for Mother's Day, a project for the Easter weekend and ideas for World Environment Day. The community we create will be engaged on a weekly basis with a major prize offered at the end of the campaign.

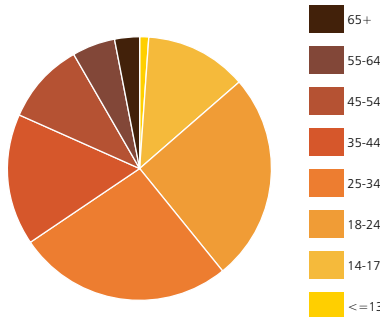
This community will continue to be a



major focus for all ongoing messaging during the initial phase and beyond.

As this community of online fans grows we increase their motivation with education on the benefits of plants. We show them how simple and enjoyable it is to have different types of plants in their lives.

The result is a greater awareness of the value of plants and the desire to own them. That means more sales for the entire industry.



- Over 9.5 million Australians use Facebook, represents a huge 40% of the Australian online population
- 50% of active users log on to Facebook in any given day
- More than 3.5 billion pieces of content (web links, news stories, blog posts, etc.) shared each week
- 40% increase of users in 6 months

Industry Support

This development and execution of this campaign would not have been possible without the support of industry, the growers who supplied plants for the campaign, the state offices and their teams, Norwood and Horticulture Australia. Thank you to all.

Feedback and Measurement

The success of the campaign will be measured through the following measures

1. The plant/life balance website and social media sites will deliver a vast amount of user data that will be used to analyse the campaign's on-line activities
2. Retail and wholesale businesses who register for the campaign will be sent feedback surveys to allow NGIA to measure the qualitative benefits to industry
3. Monitoring of media outputs, such as magazine/newspaper articles, will measure the campaigns public relations effectiveness
4. Pre and post campaign research will assess the changes in the consumer's perception of value of plants
5. We will work with retail buying groups to ascertain the impact on sales

How You Can Get Involved?

The more we all put in--the more we all get back. So don't miss this chance to get behind our exciting new campaign. Begin by setting up a Facebook page for you (or your business) to spread the word.

- Put the Improve your Plant/life Balance logo on your website, marketing materials, business cards, truck signage, etc
- Ensure your staff are all aware of the campaign
- On launch day have a display of plants for a 'Put a Plant on your Desk' promotion Place it where customers can see the plants as they enter your store
- Have all staff wear Improve Your Plant/Life Balance badges or t-shirts
- Place editorial and advertisements in your local paper