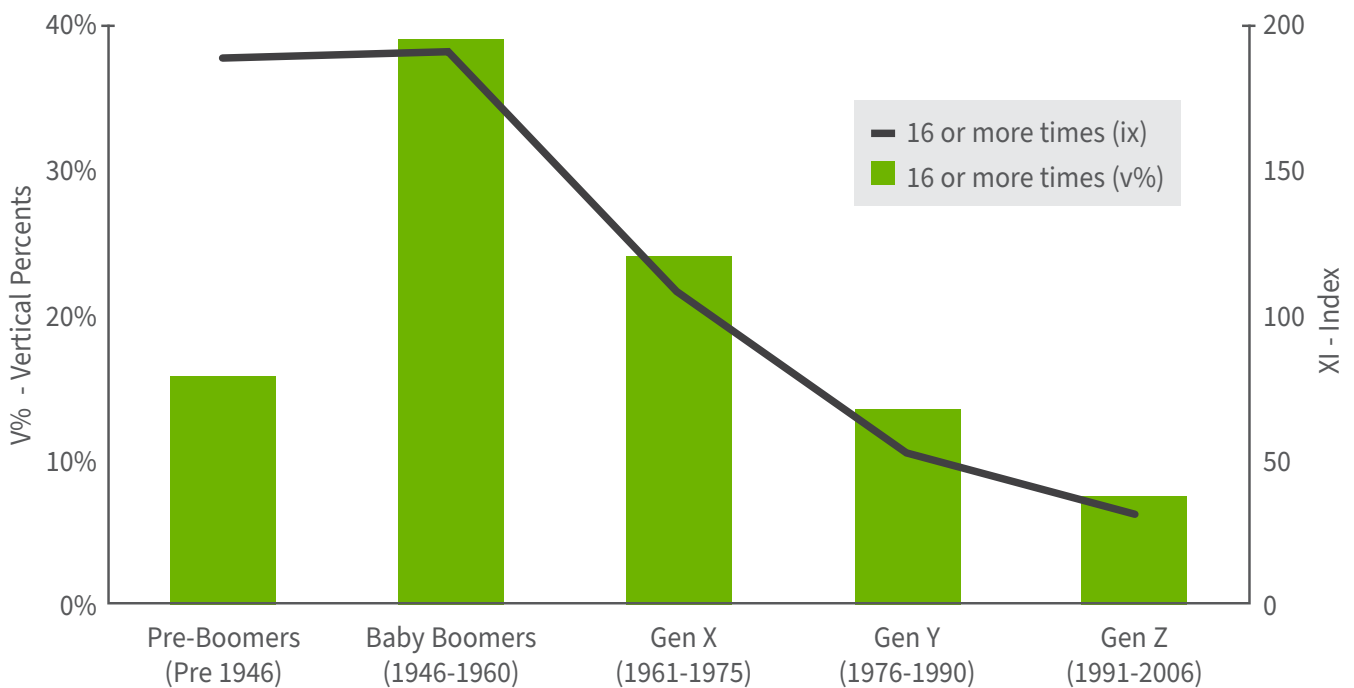




Nature

an enduring
growth strategy

Evergreen Advertising is an agency dedicated to the love of nature, with experience in marketing horticulture-related brands. In March, Roy Morgan data confirmed that at least 2.6M Australians garden weekly or more, making it one of our most popular pastimes.



Of the avid gardeners (those that have gardened more than 16 times in the past 3 months), Boomers make up the majority (nearly 40%) and they are **nearly twice as likely to garden** as the adult population.

As well as individual participation in gardening, there is a healthy, multi-generational interest in horticultural tourism such as garden attractions and festivals.

Over the past 6 months our client Tesselaar, a leader in horticultural tourism has been dealt a savage blow. As COVID-19 started spreading in March, Tesselaar was forced to cancel the Kabloom Festival of Flowers one week from opening their gates. This was devastating as months of investment in time, money and passion disappeared overnight.

Again last week, Tesselaar had to cancel another major tourism event in September. The 2020 Tulip Festival, with nearly a million bulbs already planted and close to blooming, will now be seen by only a few locals.

This is a massive financial blow. The Tulip Festival had enjoyed a 200% increase in attendance from 2010-2019. This growth was driven by an integrated strategy of advertising and public relations across press, radio, extensive multicultural engagement and a strong digital campaign to generate market share and online ticket sales.

So with such sadness, it's a ray of sunshine and opportunity to know that gardening has actually had a growth spurt in these trying times. As the lockdown hit, it was heart-warming to read stories of seedling stocks running out at retailers and lawns becoming veggie patches.



Online and mail-order catalogues have made a massive resurgence, with some struggling to keep up with demand. We recently advertised the Tesselaar mail order catalogue with National Seniors eDM with open rates as high as 47% and CTR of 8%. A great result considering eDM average open rates are typically around 20% and CTR averages 2.5%‡.

Tesselaar Director Neil Bates was delighted to confirm that new catalogue sign-ups were at a record level – now in the thousands, reversing years of gradual decline.

*Aztec Data 28/5 †Most recent finalised sale for ABC Organic Gardener, vs. the same issue last year ‡OZTAM, April 2019 vs. 2020 † Campaign Monitor 2020

BLOOMING AWESOME RESULTS FOR GARDENING MEDIA

Publications like ABC *Gardening Australia* magazine have never been more in demand with records smashed, growth of the title amid the pandemic increased 47% YoY*.

ABC *Organic Gardener* magazine has also experienced enormous sales growth – retail sales up 40% YoY#.

On TV, *Gardening Australia* viewing audience for the popular 7.30pm Friday night timeslot has increased 45% year on year in April based for the 5 cap cities. Better Homes has increased 17%†.

HOW CAN GARDEN BRANDS STIMULATE SALES?

Channel wise, catalogues still perform well for existing databases, particularly amongst mature consumers. A combination of targeted magazine, television and digital (targeted Facebook and search) yields strong results in terms of attracting new customers and database acquisition.

TIP EFFECTIVE DIGITAL CAMPAIGNS SHOULD START WITH A GOAL-FOCUSSED LANDING PAGE

HEADLINE MATCHES PROMISE THAT SENT USERS HERE
Sub-head that supports the headline

HERO IMAGE OR VIDEO

DETAILS OF OFFER AND IT'S BENEFITS TO THE USER

FORM HEADER

CTA

Headline should promise to solve a problem

Hero image or video should provide context for your audience

List the benefits of the service or product

Only have one call to action, or singular action you want the user to do.

IF YOU ARE LOOKING TO PR YOUR GARDENING PRODUCT OR SERVICE, HERE ARE SOME TIPS

1

Develop a broad portfolio of story ideas, with different angles, to promote to different channels and interests. Start with profiles, history and human interest, but remember try to keep them unique to your business.

2

A great picture sells more. Invest in professional photography and film that can be used across a range of media – print, social, tv, digital, etc. Make sure to style your shots to match the aspirations of your audience. Look at popular social media influencers to get inspirations, the right tone and content. Look at what gets the most likes.

3

Ensure your campaign is integrated with consistent messages across the marketing calendar, and repurpose your content as it will add to your branding.

For more information, contact Evergreen by visiting www.evergreenam.com.au

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