

GROW YOUR BUSINESS

INCREASE SALES WITH SHOPPER ACTIVATIONS

CASE STUDIES 2021



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WE ARE THE FLOWER COUNCIL OF HOLLAND

PROUD PROMOTER OF FLOWERS AND PLANTS IN EUROPE

Keeping flowers and plants constantly top of mind with the consumer is what we devote ourselves to every day at the Flower Council of Holland. We ensure that consumers become and remain inspired to buy flowers and plants.

INSPIRING, INFORMING AND PROMPTING

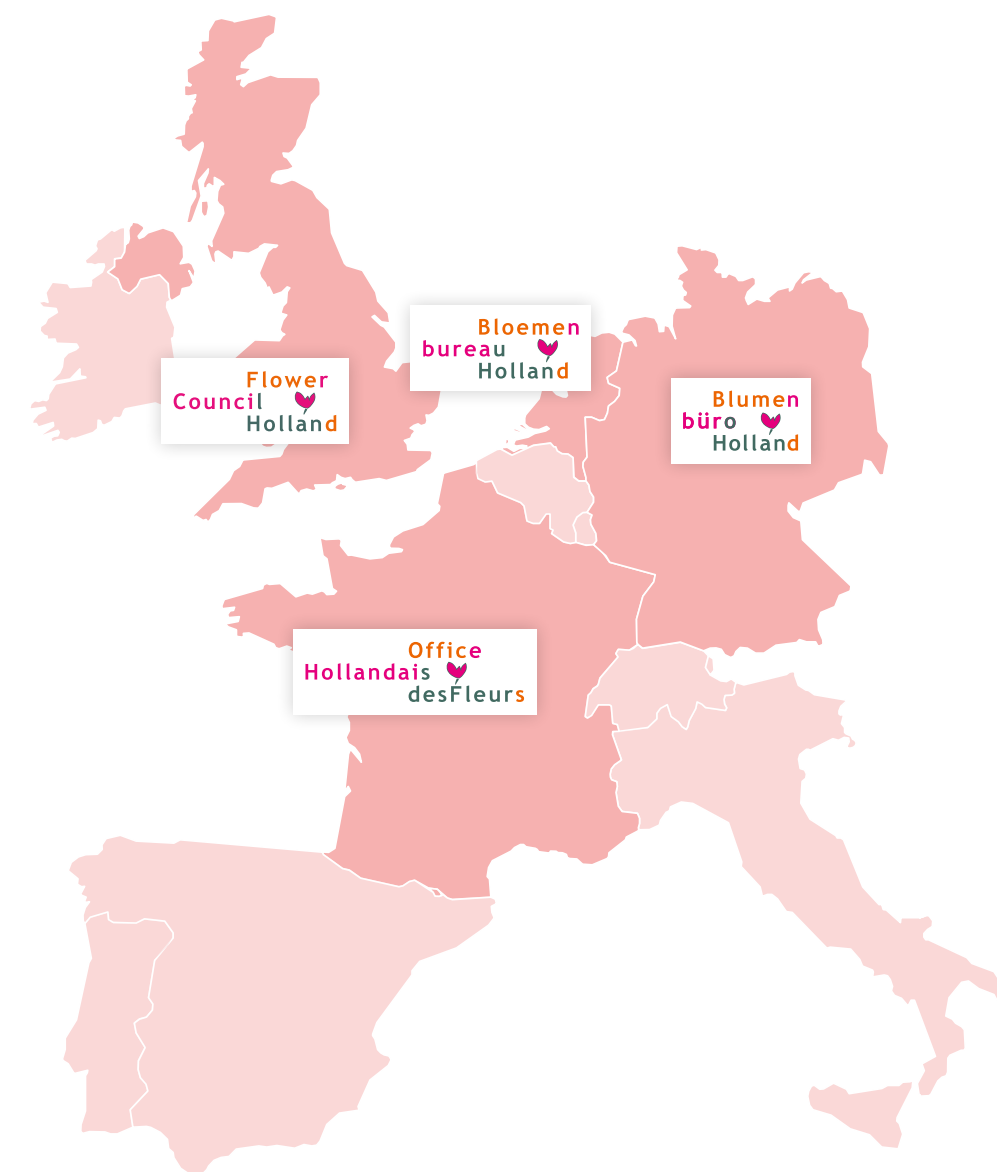
We are active in four European countries: Germany, France, the Netherlands and the United Kingdom. In cooperation with our partners we develop and activate informative and inspiring campaigns with flowers and plants in the starring role.

Mass-media public campaigns, PR activities, shopper activations and inspirational content through social media and on our own websites Funnyhowflowersdothat.co.uk and Thejoyofplants.co.uk ensure that consumers constantly encounter our message in various forms and conversations about flowers and plants are always ongoing.

A CLOSE-KNIT, MOTIVATED AND INTERNATIONAL TEAM

The Flower Council of Holland is an independent foundation charged with keeping flowers and plants top of mind with European consumers all the time. The organisation is funded by domestic and foreign growers that are members of Royal FloraHolland in the Netherlands and trading companies that are Royal FloraHolland's customers.

Our headquarters have been based in Aalsmeer (FloriWorld building) since the end of 2020. Our enthusiastic team currently consists of 22 creative marketing communication specialists, country managers and supporting professionals. Three of them represent us abroad: one in London, one in Paris and one in Essen. Together we ensure that flowers and plants enjoy a permanent place high on the consumer's agenda. A goal that we strive for with pleasure, ambition and close collaboration with our stakeholders.



ABOUT SHOPPER ACTIVATIONS

WE TEMPT CONSUMERS ALL THE WAY TO THE SHOP FLOOR ENCOURAGING REPEAT PURCHASES BY OFFERING ADDED VALUE

Shopper activation involves using targeted promotions to tempt the consumer to the shop to buy flowers and/or plants. We do that through good collaborations, smart ideas and offering added value. We track the results based on predefined goals. We can also arrange shopper activations outside our core countries (Germany, France, the Netherlands and the United Kingdom), as we've recently done in Spain and Sweden.



LINKED TO CAMPAIGNS AND CONTENT

We develop effective communication campaigns and content that allow consumers to experience the effect that flowers and plants have. Our shopper activations are derived from this. This means that our message is present in all phases of the buying process: from exploration before shopping, the trip to the shop, stimulating buying on the shop floor and encouraging repeat purchases. All bases are covered.



OFFERING ADDED VALUE

We usually develop shopper activations for a specific sales channel (e.g. florist, garden centre, web shop, supermarket). We focus on an entire category, such as houseplants, or a specific product, like orchids. Instead of a discount we offer added value: 'Gift with purchase when you buy flowers/plants...', 'Have the chance to win ...' or 'Product of the week/month/season'. By making this offer time-limited we also encourage consumers to act quickly.

LET US INSPIRE YOU WITH OUR ACTIVITIES OF 2021





CASE STUDIES 2021



CASE STUDY 1

TROPICAL PARADISE WITH ORCHIDS

ALIAT GARDEN CENTRES, SPAIN

This shopper activation was part of the international 'Thanks Plants' consumer campaign in which we thank plants for everything they do for us. They help us to relax, they bring us closer to nature, and they make our house a home. In this campaign we placed the orchid in the spotlight on Spanish shop floor to transform homes into a tropical paradise.

MEANS OF COMMUNICATION

TO STORE

- Social media campaign.



IN STORE

- Roller banners, table runners, posters, labels and wobblers.



CASE STUDY 1

THANKS PLANTS – ALIAT

THANKS ORCHIDS FOR TURNING MY HOME INTO A TROPICAL PARADISE

Gracias PLANTAS

Stores	47 independent garden centres in Spain.
Promotion period	15 March to 15 April 2021.
Promotional offer	Buy an orchid and receive a free pot.
Aim	Improve display on the shop floor. Initiated by shopper activation.
Results & highlights	<ul style="list-style-type: none">■ Good visibility of POS materials and incentive.■ Sales targets achieved.■ Lasting improved display of the orchid offering.
Key learnings	Best to add labels and stickers to the plants in the Netherlands and avoid and prevent garden centres doing it themselves to achieve consistency.

The Flower Council of Holland in collaboration with





CASE STUDY 2

URBAN JUNGLE GARDEN MARKET

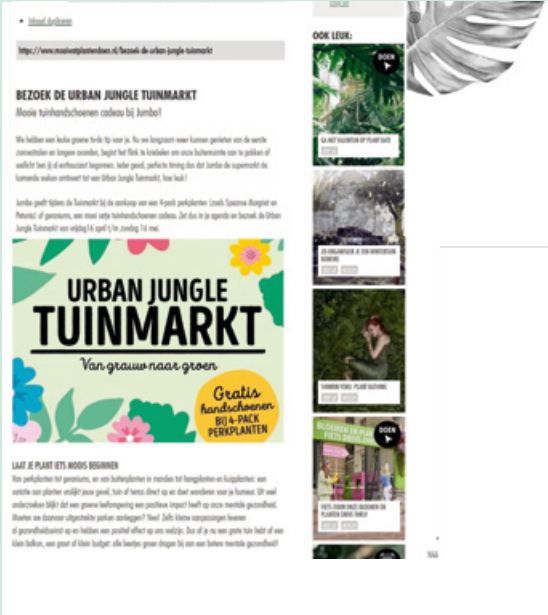
JUMBO SUPERMARKETS, THE NETHERLANDS

With the international From Grey to Green campaign, we encourage people to make their living environment greener however small it is. Jumbo effectively linked up with this campaign with their Urban Jungle Garden Market, which tempted customers with a variety of cheerful spring bloomers. Customers received a free pair of gardening gloves with the purchase of a 4-pack of bedding plants.

MEANS OF COMMUNICATION

TO STORE

- Hallo Jumbo magazine, social media campaign, and Mooiwatplantendoen.nl



IN STORE

- Display cart dressing, in-store radio, shelf edge labelling, plant sleeves, gloves, and product packaging.



CASE STUDY 2

FROM GREY TO GREEN – JUMBO

BRING SPRING TO YOUR GARDEN WITH OUR URBAN JUNGLE GARDEN MARKET

Stores	600 Jumbo supermarkets in the Netherlands.
Promotion period	16 April to 2 May 2021.
Promotional offer	Receive a free pair of gardening gloves with the purchase of a 4-pack of bedding plants.
Aim	Increase sales of bedding plants compared to the same period last year.
Results & highlights	<ul style="list-style-type: none">The percentage of waste was 2% lower than the annual target and 1% lower than the year average so far.Research by Motivaction shows that 31% of respondents found the offer appealing. Overall rating was 6.8, and 60% felt that the link with the campaign was clear.
Key learnings	The scanned results for the gloves lagged as the incentive was not always displayed with the bedding plants on offer. This can be avoided by attaching the incentive to the product itself.



The Flower Council of Holland in collaboration with





CASE STUDY 3

WE NEED MORE ROSELILY

FLEUROP FLORISTS, THE NETHERLANDS

We need more together, more real. That's why we need we more Roselily. A lily that looks like a rose — the natural beauty of two flowers in one. A unique product that consumers were tempted with as part of the 'We Need More Flowers' campaign.

ONLINE AND IN-STORE

- Article and social media posts with a direct link to the Roselily ordering page on Fleurop.nl



ONLINE AND IN-STORE

- Landing page, POS pack for florists containing countertop display materials and promotional vouchers.



CASE STUDY 3

WE NEED MORE ROSELILY– FLEUROP
ROSELILY FOR YOURSELF AND TO GIFT

Stores	Fleurop.nl and 505 Fleurop florists in the Netherlands.
Promotion period	1 to 30 June 2021.
Promotional offer	Buy a roselily promotional bouquet at Fleurop for the chance to win 1 of the 100 bouquets to gift to a loved one.
Aim	Put a more niche product in the spotlight, and 30% uplift in sales at Fleurop.
Results & highlights	<ul style="list-style-type: none">A sales uplift of +125% compared to June 2020.
Key learnings	The promotion did not work for all Fleurop florists in some parts of the Netherlands due to availability, and sometimes the roselily had to be substituted with an ordinary lily.

The Flower Council of Holland in collaboration with





CASE STUDY 4

RELAX AT HOME WITH ORCHID & BROMELIAD

REWE SUPERMARKETS, GERMANY

This shopper activation was part of the international 'Thanks Plants' consumers to campaign in which we thank plants for everything they do for us. They help us to relax, they bring us closer to nature, and they make our house a home. In this campaign we put both the bromeliad and orchid in the spotlight on the shop floors in Germany.

MEANS OF COMMUNICATION

TO STORE

- Rewe leaflet, social media campaign and Pflanzenfreude.de



IN STORE

- Cart dressing and printed plant sleeves.



CASE STUDY 4

THANKS PLANTS – REWE
RELAX AT HOME WITH ORCHID & BROMELIAD

Danke
PFLANZEN

Stores

Promotion period

Promotional offer

Aim

Results & highlights

Key learnings

3000 REWE supermarkets in Germany.
4 July to 1 August and 11 to 17 October 2021.
Buy an orchid or bromeliad and receive a free scent card (summer promotion) or plant conditioner (winter promotion).

Improved display on shop floor and apply cross-selling of two products in order to reduce the waste of orchids and bromeliads by 10%.

- Retargeting campaign for Danke Pflanzen audience scored above expectation.
- Good way of cross-selling and getting a new product (bromeliad) onto the shelf.
- Sales targets achieved.

Although the in-store marketing improved significantly, we saw a large proportion of the stores were not making optimum use of the display possibilities.



The Flower Council of Holland in collaboration with



GREENYARD



Orchids the art of life

THE TREND COLLECTION

The Trend Collection is a special collection of flowers, houseplants and garden plants that compliment each other and are based on seasonal trends. We use these to inspire consumers and media all year round with an attractive, harmonised collection of flowers and plants. We do this with 2 collections: Spring/Summer and Autumn/Winter.

If you would like to find out more about the opportunities to linkup with The Trend Collection through a shopper activation, please contact us.





CASE STUDY 5

FROM GREY TO GROENRIJK

GROENRIJK GARDEN CENTRES, THE NETHERLANDS

With the international From Grey to Green campaign we are encouraging consumers to make their living environment, however small, greener. GroenRijk linked up with this campaign by offering a free watering can to their customers who spent €20 on garden plants. We thus encouraged consumers to increase their spend on outdoor plants in September. This also helped people extend their Summer and to enjoy their garden, balcony or patio for longer.

TO STORE

- GroenRijk leaflet, online banners, radio commercial, social media for GroenRijk and Mooiwatplantendoen.nl



IN STORE

- Banners, posters and shelf edge labels.



CASE STUDY 5

FROM GREY TO GREEN – GROENRIJK

LET YOUR PLANT START SOMETHING BEAUTIFUL

Stores	23 GroenRijk garden centres in the Netherlands.
Promotion period	1 to 21 September 2021.
Promotional offer	Free watering can (worth € 4.99) with the spend €20 on outdoor plants.
Aim	Encourage existing customers to spend 5% more compared to the same period in 2019 (2020 was an exceptionally good year).
Results & highlights	<ul style="list-style-type: none">■ 34% higher sales compared to same period in 2019.■ Execution implemented very well on the shop floor.■ GroenRijk franchisees very satisfied with this promotion.
Key learnings	Campaign image included (multiple) hydrangeas (growers' group that did not contribute financially), so it is important to consider this in the photography.

The Flower Council of Holland in collaboration with



Garden plants growers
Royal FloraHolland





CASE STUDY 6

GRANDPARENT'S DAY ROSES

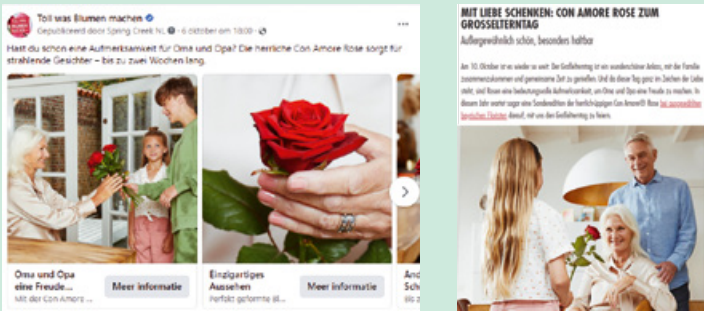
FDF FLORISTS, GERMANY

Grandparent's Day has been created as a special day to celebrate grandmothers and/or grandfathers. After all, they are very special people who support us in a unique way. In Germany, Grandparent's Day is celebrated on 3 October. In the German state of Bavaria we placed the Con Amore rose in the spotlight for this occasion.

MEANS OF COMMUNICATION

TO STORE

- Article and social media post with store finder for participating florists.



IN STORE

- Poster and flyer.



CASE STUDY 6

GRANDPARENT'S DAY – FDF, BAVARIA

MAKE GRANDPARENTS HAPPY WITH THE CON AMORE ROSE

Stores	68 independent florists in Bavaria, Germany.
Promotion period	5 to 10 October 2021.
Promotional offer	Buy a Con Amore rose especially for Grandparent's Day.
Aim	Associate a specific rose with Grandparent's Day.
Results & highlights	<ul style="list-style-type: none">Most participating florists sold 15 roses or more.66% of the participating florists see potential in this special day, and would probably participate in the next campaign.
Key learnings	Grandparent's Day is still relatively unrecognised It would help to expand the coalition with (supply chain) partners to generate more awareness.



The Flower Council of Holland in collaboration with





CASE STUDY 7

AUTUMN IN A VASE

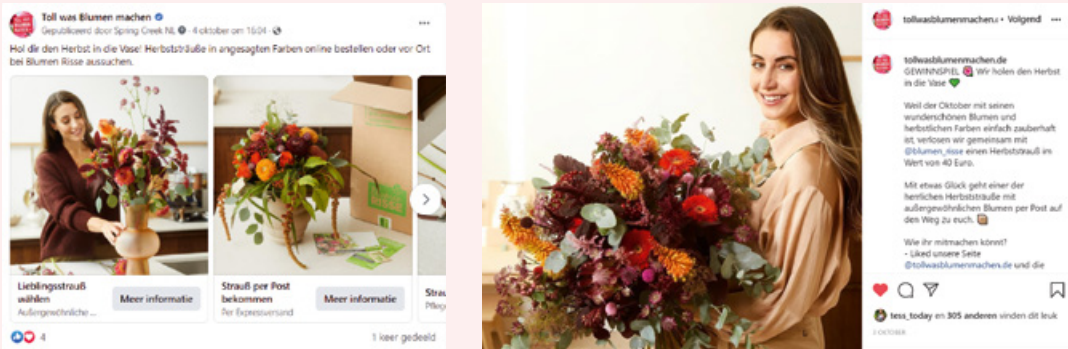
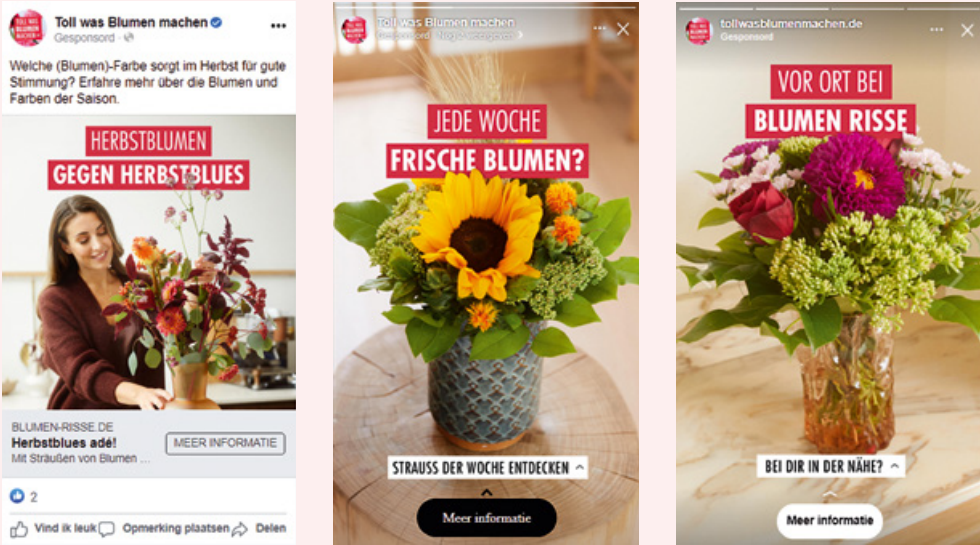
BLUMEN RISSE FLORISTS, GERMANY

Blumen Risse created special Autumn bouquets last Autumn under the theme of 'Holen Sie sich den Herbst in die Vase' (Autumn in a vase) including special Autumn flowers like carthamus, waxflower and amaranthus, and flowers in appropriately autumnal shades. The promotion linked up with the 'Autumn calls for flowers' content campaign.

MEANS OF COMMUNICATION

TO STORE

- Article and social media posts from Tollwasblumenmachen.de, social media and influencers from Blumen Risse with direct link to the Autumn bouquets page on Blumen-risse.de



IN STORE

- Promotional page online. POS pack for the stores: poster, small display next to bouquets and ceiling hangers.



CASE STUDY 7

AUTUMN CALLS FOR FLOWERS – BLUMEN RISSE
PUT AUTUMN IN A VASE

Stores

Blumen-risse.de online and 135 Blumen Risse florists in Germany.

Promotion period

30 September to 28 October 2021.

Promotional offer

Temporary offer of Autumn bouquets and a bouquet of the week, every week.

Aim

Present a wide range of Autumn flowers in the month of October to achieve a sales uplift of 30% on the bouquet of the week (4x) compared to October 2020.

Results & highlights

- Bouquet of the week: 18,200 bouquets sold (8,500 in October 2020).
- More Kniphofia, Crocosmia and Liatris sold in 4 weeks than in the whole of 2020.
- 21% more online traffic to the Blumen-risse.de website as a result of our marketing.
- Florists were satisfied with the new, varied range of Autumn flowers.

Key learnings

Florists indicated that there is also an older, more traditional customer group who were not so enthusiastic about the new range of Autumn flowers.

The Flower Council of Holland in collaboration with





CASE STUDY 8

WORKING FROM HOME WITH ANTHURIUM & BROMELIAD

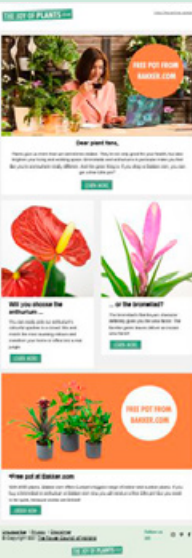
BAKKER.COM IN GERMANY, FRANCE,
THE NETHERLANDS, AND THE UNITED KINGDOM

By being surrounded by greenery, it can help can improve concentration and help create the perfect work from home environment. With the 2021 'Thanks Plants' campaign, we partnered with Bakker.com to offer their customers a limited time offer where they received a free Elho pot with the online purchase of an anthurium or bromeliad.

MEANS OF COMMUNICATION

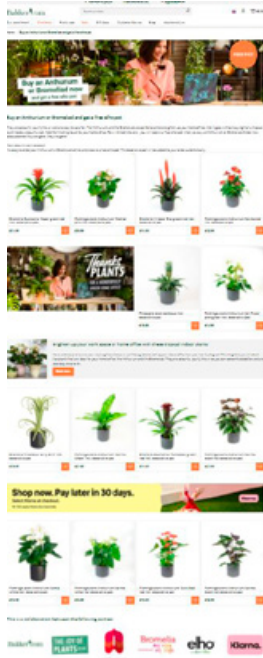
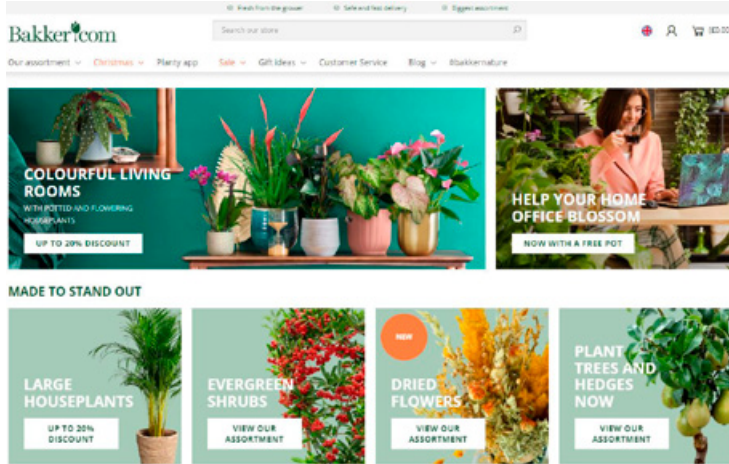
TO THE WEBSHOP

- Social media campaigns and newsletters from Thejoyofplants.co.uk and Bakker.com, and via the Klarna app.



IN THE WEBSHOP

- Homepage and landing page.



CASE STUDY 8

THANKS PLANTS – BAKKER.COM

THANKS PLANTS FOR BRIGHTENING MY HOME WORKSPACE

Thanks
PLANTS



Stores	Bakker.com online in Germany, France, the Netherlands and the United Kingdom.
Promotion period	4 to 31 October (Germany, Netherlands and UK) and 18 October to 14 November (France) 2021.
Promotional offer	Receive a free Elho pot now with the purchase of an anthurium or bromeliad plant to brighten your home workspace.
Aim	Drive the target group to the Bakker.com promotion page through a media mix of own(ed) and paid media from Bakker.com and Thejoyofplants.co.uk (and other countries), to increase the sales of anthuriums and bromeliads by 15%.
Results & highlights	<ul style="list-style-type: none">■ Extensive reach through stacked communication from Thejoyofplants.co.uk and Bakker.com.■ Target for web traffic achieved.■ Motivation research shows that 21% of respondents were aware of the Bakker.com promotion, and the campaign was given a rating of 7. One in two respondents found the offer appealing.
Key learnings	Despite the targeted number of landings on the purchase page, the desired conversion figures were not achieved. Research needs to establish whether this was because of the timing, the offer and/or the purchasing process.

The Flower Council of Holland in collaboration with





CASE STUDY 9

TOP 10 HOUSEPLANTS

ALBERT HEIJN SUPERMARKETS, THE NETHERLANDS

This shopper activation formed part of the international 'Thanks Plants' consumer campaign in which we thank plants for everything they do for us. They help us to relax, they bring us closer to nature, and they make our house a home. With a limited time offer, Albert Heijn enticed customers with their 'Top 10 Houseplants'. Alongside the ten most popular plants, the offer also included pots, potting soil, hydro beads and plant food.

MEANS OF COMMUNICATION

TO STORE

- Allerhande magazine (insert), AH Bonus leaflet and Mooiwatplantendoen.nl social media.



IN STORE

- Cart strips and posters on and around the display trolley. Stickers with top 10 position on the sleeves. Digital screens.



CASE STUDY 9

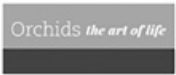
TOP 10 HOUSEPLANTS, ALBERT HEIJN
THANKS PLANTS FOR MAKING MY HOUSE A HOME

Bedankt
PLANT

Stores	Over 700 Albert Heijn supermarkets in the Netherlands.
Promotion period	21 to 28 October 2021.
Promotional offer	Limited time offer of Albert Heijn Top 10 houseplants.
Aim	Increase sales of houseplants by temporarily expanding the houseplant offering.
Results & highlights	<ul style="list-style-type: none">2.2 million inserts in Allerhande magazine.Sales target was comfortably achieved.The offering of plants really stood out because of the diversity and size of the range and because of the in-store marketing.Albert Heijn's enthusiasm about this promotion prompted it to deploy additional marketing: out of home advertising, displays, Bonus leaflet and digital screens.
Key learnings	<p>Creating a tidy display of ten different plants on different trolleys is a challenge.</p> <p>Insufficient space to place the Top 10 plants in the correct order in the stores.</p>



The Flower Council of Holland in collaboration with



COLLABORATIONS

GROWING TOGETHER

GROWERS, TRADERS AND SALES OUTLETS

We develop shopper activation in collaboration with our paying stakeholders: growers, traders and sales outlets. After the initiation phase we also invite other parties to join in. These include companies and organisations in the horticulture sector, but also those outside the industry. In that way we jointly tempt consumers to buy more flowers and plants more often, at a reasonable price.



DEVELOPED TOGETHER, FUNDED TOGETHER

We expect a significant contribution from the partners, because they ultimately benefit most from the activation. The Flower Council of Holland tops up the total shopper activation budget raised with 1/3 from the general budget. This budget is funded by all Royal FloraHolland's growers and customers (traders) with the aim of generating interest in flowers and plants. Our paying stakeholders are therefore our first point of contact when developing a shopper activation project.

CREATING GROWTH BASED ON WELLFOUNDED OBJECTIVES AND RESULTS

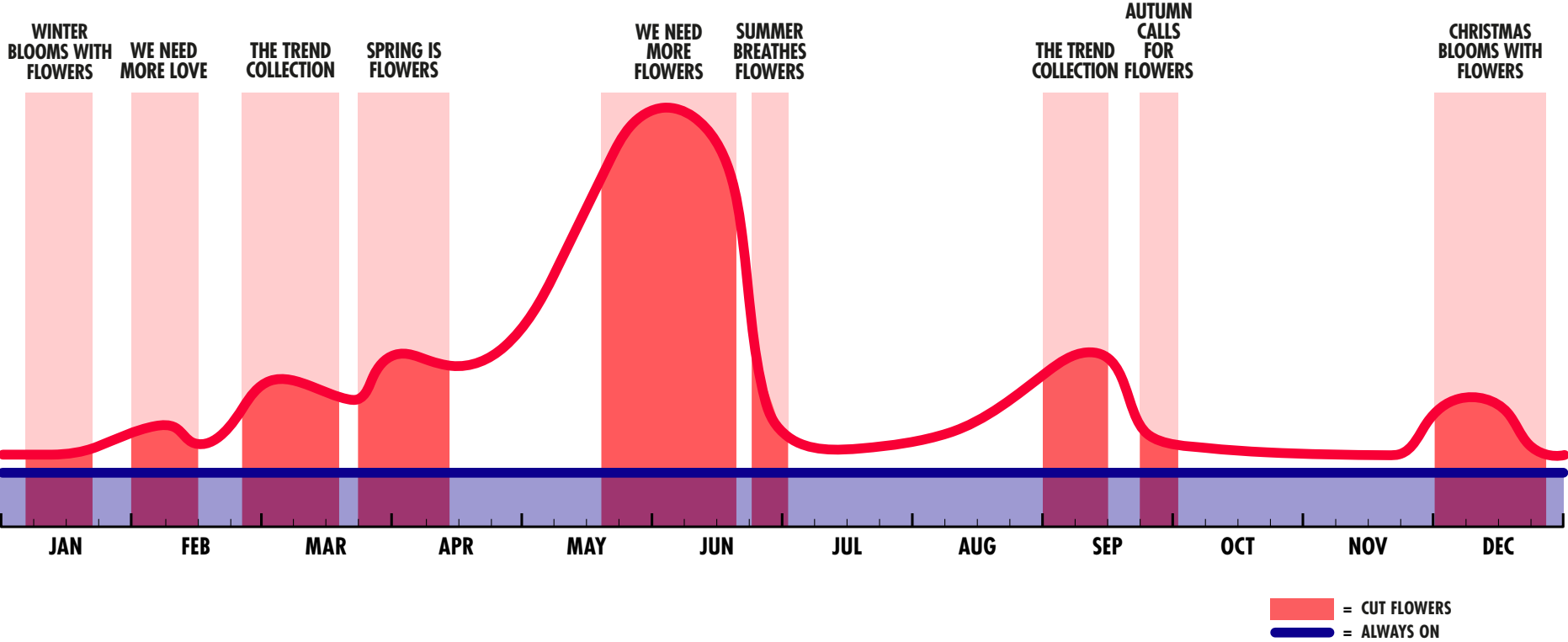
At the start of each project specific mutual objectives are defined as well as research and tracking methods. Among other things, the sales results and the media reach are evaluated afterwards to check whether the objectives have been achieved.



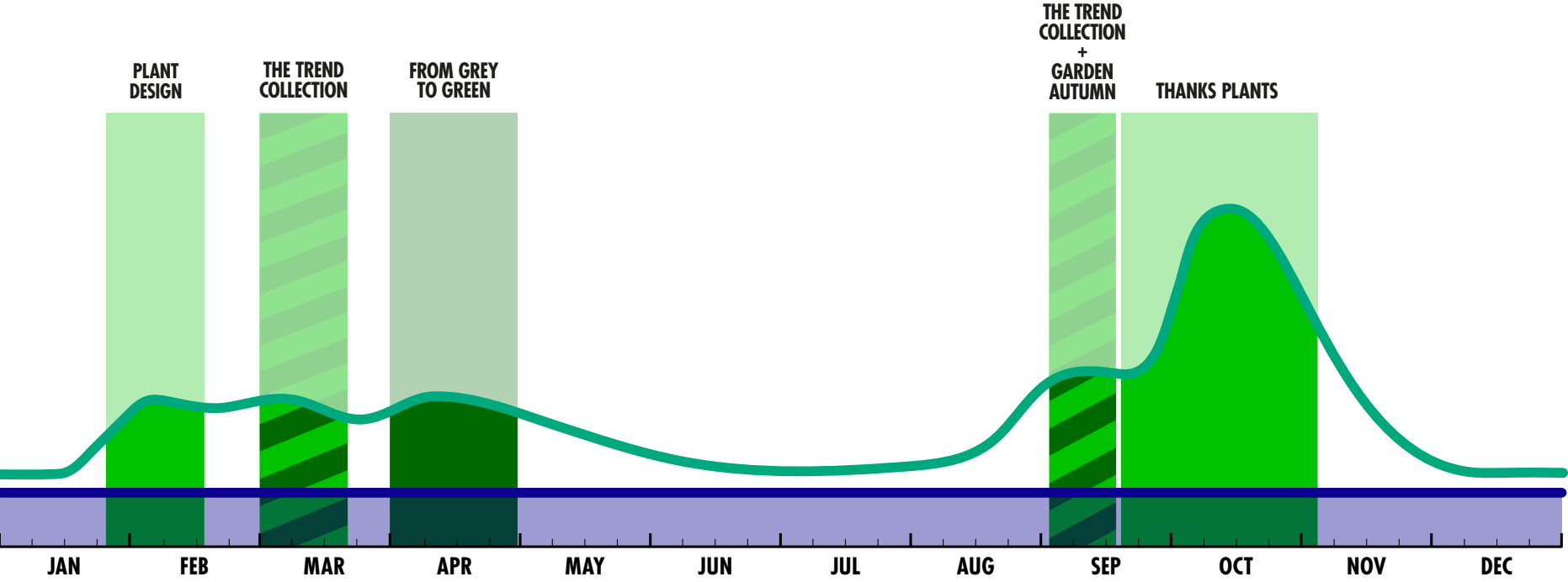
COMMUNICATION CALENDAR 2022–2023

FINDING THE PERFECT MOMENT FOR A COLLABORATION

We plan important moments in our international campaigns, for both flowers and plants, two years in advance.
By connecting shopper activations to these moments, we can have more impact.



FLOWERS



PLANTS



GET IN TOUCH

WANT TO KNOW MORE?

If you are interested in the possibilities and terms to collaborate in a shopper activation,

please contact Ivo van Orden or Chanel de Kock.

This brochure can also be digitally viewed and shared in Dutch, German, English or French:



WWW.BLOEMBUREAUHOLLAND.NL



WWW.BLUMENBUERO.DE



WWW.FLOWERCOUNCIL.CO.UK



WWW.OFFICEDSFLEURS.FR

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