

CO-CREATION WITH SHOPPER ACTIVATIONS

CASE STUDIES 2019



INDEX

WE ARE THE FLOWER COUNCIL OF HOLLAND	4
ABOUT SHOPPER ACTIVATIONS	6
CASE STUDIES 2019	9
▪ ZET DE LENTE OP TAFEL (SPRING ON YOUR TABLE) – DUTCH FLORISTS	11
▪ (K)ANJERBOEKET (CARNATIONS BOUQUET) – DUTCH FLORISTS	15
▪ APÉROFLEURS – FRENCH FLORISTS	19
▪ DE GROENE BINNENKOMERS (THE GREEN WELCOME COMMITTEE) – GROENRIJK & GRS GARDEN CENTRE	23
▪ BEDANKT PLANT (THANKS PLANTS) – DUTCH FLORISTS	29
▪ BEDANKT PLANT (THANKS PLANTS) – ALBERT HEIJN SUPERMARKETS	33
▪ DANKE PFLANZEN (THANKS PLANTS) – REWE GARDEN CENTRE	37
▪ MERCI LES PLANTES (THANKS PLANTS) – E. LECLERC SUPERMARKETS	41
▪ FLOWER AGENDA AMARYLLIS – FLEUROP DUTCH FLORISTS	45
COLLABORATIONS	49
▪ GROWING TOGETHER	50
▪ COMMUNICATION CALENDAR 2020–2021	52
▪ GET IN TOUCH	55



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 – that 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

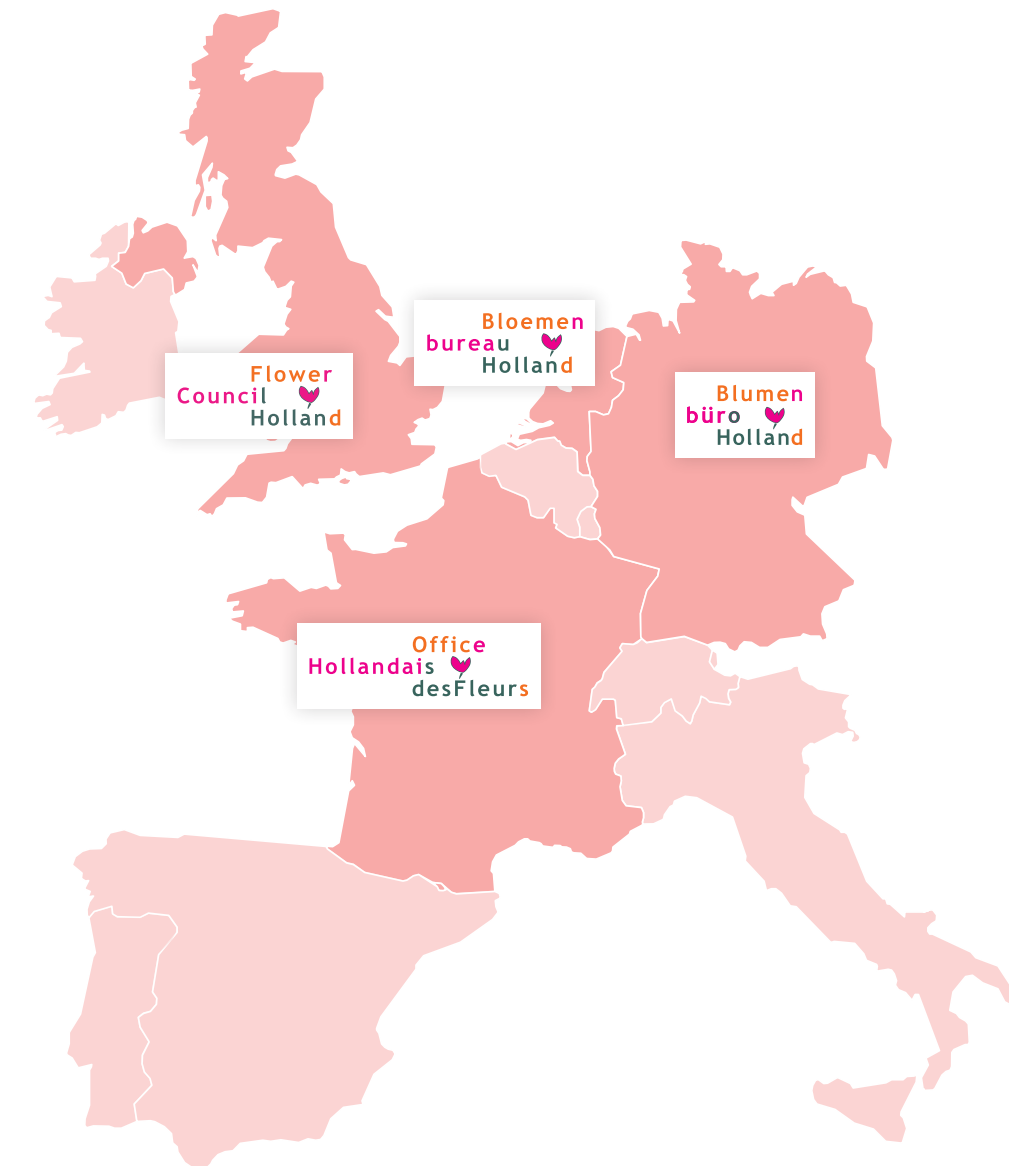
We are active in four European countries: Germany, France, the Netherlands and the United Kingdom. In cooperation with our partners we develop and activate informative and inspiring campaigns with flowers and plants in the starring role.

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 enthusiastic team currently consists of 20 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.



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: "Buy flowers/plants now and receive..." or "You could win...". By making this offer time-limited we also encourage consumers to act quickly.

LET US INSPIRE YOU WITH OUR ACTIVITIES OF 2019!





CASE STUDIES 2019



CASE 1

ZET DE LENTE OP TAFEL DUTCH FLORISTS

Tulips give your home a touch of Spring! In collaboration with delicious. magazine and Dutch TV chef Yvette van Boven, we created a shopper activation for tulips as part of our growth platform, Celebrate Seasons.

MEANS OF COMMUNICATION

TO STORE

- Editorial of ten pages in delicious. magazine about spring flowers, including an ad with information about the giveaway contest
- Social media posts with store locator to the nearest participating florist



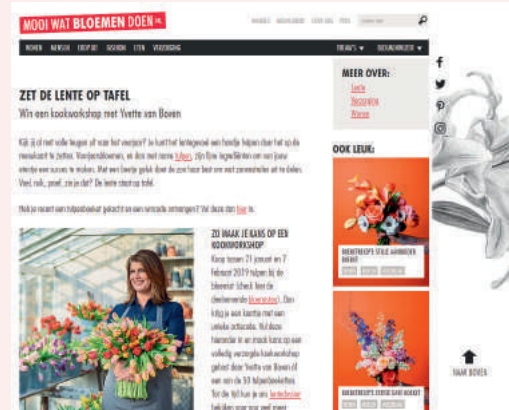
IN-STORE

Point of sale display



AFTER PURCHASE

After purchase, consumers could enter their unique code at Mooiwatbloemendoen.nl to see whether they've won the giveaway



CASE 1

ZET DE LENTE OP TAFEL – DUTCH FLORISTS

TULIPS GIVE YOUR HOME A TOUCH OF SPRING

Stores	400 florists in the Netherlands
Promotional period	19 January – 7 February 2019
Offer	Purchase a tulip bouquet and win a cooking workshop with Dutch TV chef Yvette van Boven
Goal	Generate traffic to florists after National Tulip Day and encourage consumers to buy tulips at the start of tulip season
Results & highlights	<ul style="list-style-type: none"> Unique codes entered online: 3,117. That is 8,9%. For similar promotions, the average is 3,5% Social media posts reach: 516,000 delicious. pages reach: 474,000 Several posts via Yvette van Boven social media channels with a reach of 40,000
Learnings	The role of the florist is very crucial: they can really make a difference at point of sale. Explore how we can increase the participation of the florists.

The Flower Council of Holland in collaboration with





CASE 2

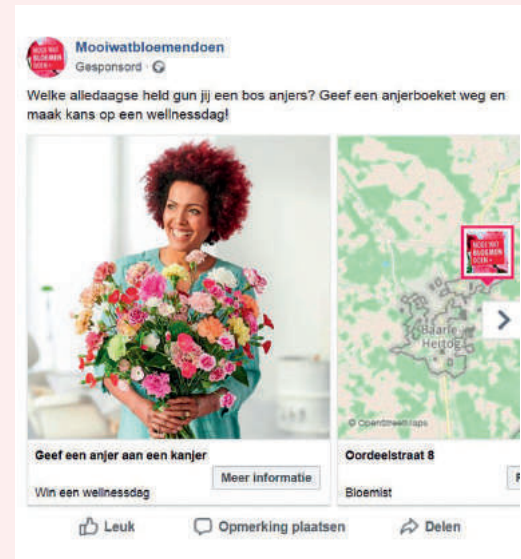
(K)ANJERBOEKET DUTCH FLORISTS

With this shopper activation, we aim to permanently associate the carnation with a floral 'thank you'. In doing so, we hope to inspire our consumers to thank the heroes and heroines in their lives by gifting a bouquet of carnations. This shopper activation is part of our growth platform, Connecting Friends, and took place during the Dutch Volunteer Weeks by NLdoet.

MEANS OF COMMUNICATION

TO STORE

- Social media posts with store locator to the nearest participating florist
- Vouchers issued to NLdoet volunteers



IN-STORE

Point of sale display



AFTER PURCHASE

After purchase, consumers could enter their unique code at Mooiwatbloemendoen.nl to see whether they've won the giveaway



CASE 2

(K)ANJERBOEKET – DUTCH FLORISTS

THANK YOUR HERO WITH A CARNATIONS BOUQUET

Stores	149 florists in the Netherlands
Promotional period	6 March – 23 March 2019
Offer	Purchase a carnation bouquet (€14,96) and win a wellness day for you and your friend
Goal	Increase sales of carnations
Results & highlights	<ul style="list-style-type: none"> ▪ 200,000 NLdoet participants received a carnations vouchers in their goodie bag ▪ 6,000+ participants visited the promotions website ▪ Reach Mooiwatbloemendoen.nl: 700,000 ▪ Reach online ads: an average of 9,638 per florist ▪ Of the 3,200 issued vouchers, 307 promotion codes were entered at Mooiwatbloemendoen.nl. This is 9.6%, with similar promotions it's an average of 3.5%
Learnings	It is not easy to trigger florists using flowers they don't normally have in their assortment. Of the 1,000 informed florists, 149 florists participate in this shopper activations.

The Flower Council of Holland in collaboration with





CASE 3

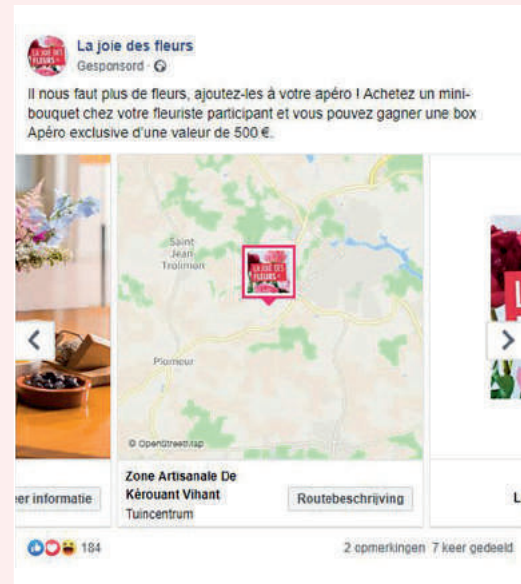
APÉROFLEURS FRENCH FLORISTS

Add colour to your drinks with friends! This shopper activation is part of our international campaign, We Need More Flowers. All of the important moments in life are beautified by flowers, and if flowers have such positive effects on people, we simply need more of them! This shopper activation is part of our growth platform, Connecting Friends.

MEANS OF COMMUNICATION

TO STORE

- Online video
- Social media posts with store locator to the nearest participating florist



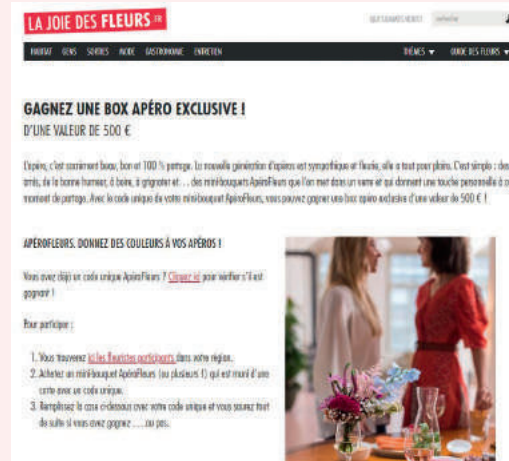
IN-STORE

Point of sale display including glasses for mini bouquets of flowers



AFTER PURCHASE

After purchase, consumers could enter their unique code on Lajoiedesfleurs.fr to see whether they've won the giveaway



CASE 3

APÉROFLEURS – FRENCH FLORISTS

GIVE COLOUR TO YOUR DRINKS WITH FRIENDS

Stores	400 florists in France
Promotional period	13 June – 4 July 2019
Offer	Purchase an ApéroFleurs bouquet and win an ApéroFleurs box with drinks and snacks, worth €500
Goal	Encourage our French target group to buy flowers more often
Results & highlights	<ul style="list-style-type: none"> Registered codes after three weeks: 1,000 59% of 400 respondents find the giveaway very interesting Reach online video: 1,3 million Reach to store ad: 2,4 million Younger consumers (ages 18–34) participated the most in this giveaway (ages 18–24: 21%, and ages 25–34: 14%)
Learnings	Difficult to fully inform florists in the production chain and to get them actively involved in this shopper activation.

The Flower Council of Holland in collaboration with





CASE 4

DE GROENE BINNENKOMERS

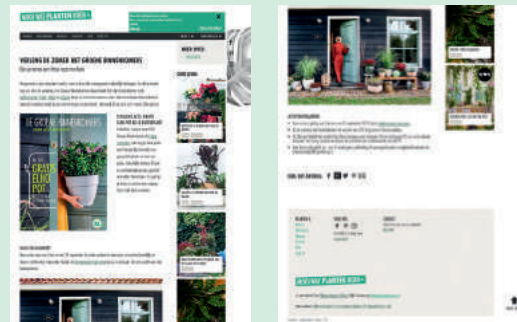
GROENRIJK & GRS GARDEN CENTRE

With a green welcome committee ('Groene Binnenkomers') at your front door, you can give your guests a great first impression of your home. In collaboration with Dutch garden centre, GroenRijk, and pot manufacturer, elho, we created an inspiring shopper activation as part of our growth platform, Celebrate Seasons.

MEANS OF COMMUNICATION

TO STORE

- Radio commercials on Dutch radio stations NPO2 and Q-music
- Social media posts with store locator to the nearest participating garden centre



- Website GroenRijk.nl
- Social media posts by GroenRijk
- Social media posts by local garden centres
- Digital brochures via Allefolders.nl (Dutch brochure website)



IN-STORE

Point of sale display including beach flags, banners, posters and counter displays



CASE 4

DE GROENE BINNENKOMERS – GROENRIJK & GRS GARDEN CENTRE

EXTEND THE SUMMER

Stores	30 garden centres in the Netherlands
Promotional period	2 September – 27 September 2019
Offer	Free elho pot with your garden plants purchase (minimum of €20)
Goal	Increase the disposable amount of outdoor plants in a relatively quiet period
Results & highlights	<ul style="list-style-type: none"> Reach radio commercials: 3,5 million Inspiring displays at garden centres Collaboration with five companies, including pot manufacturer elho
Learnings	Better coordination between garden centres with regards to the buying of elho pots.

The Flower Council of Holland in collaboration with







CASE 5

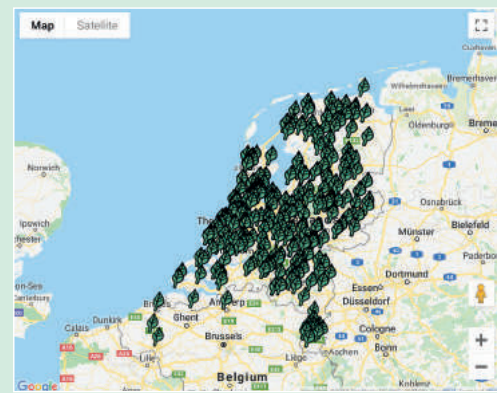
BEDANKT PLANT DUTCH FLORISTS

With our international campaign, Thanks Plants, we seek to highlight all the benefits that plants bring and what they do for us. Plants help us to relax, bring us closer to nature, and turn our houses into homes. It's about time we said a big thank you! This shopper activation is part of our growth platform, Health & Wellbeing. The prizes up for grabs — just like the plants themselves — ensured that you felt happier and healthier!

MEANS OF COMMUNICATION

TO STORE

- Social media posts with store locator to the nearest participating stores
- Mooiwatplantendoen.nl newsletter



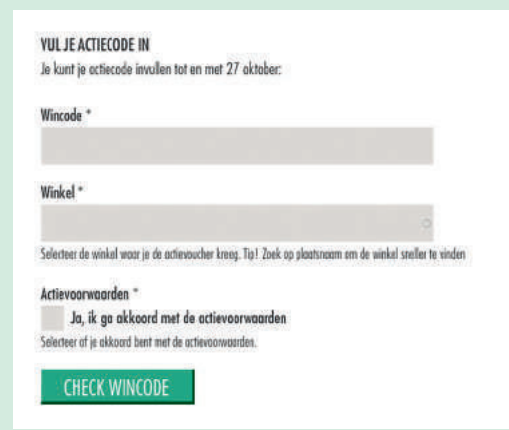
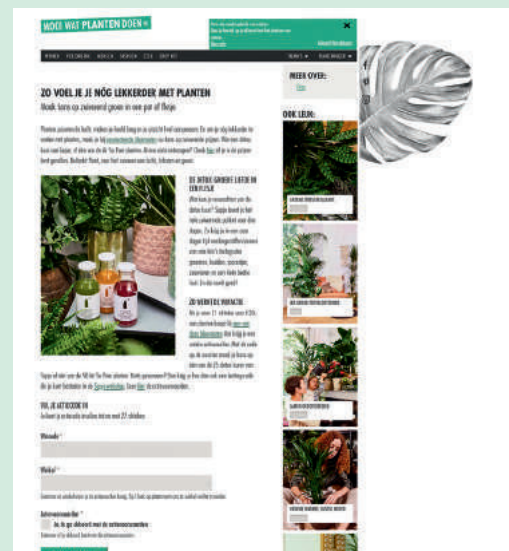
IN-STORE

- Point of sale display
- Air So Pure plants display



AFTER PURCHASE

After purchase, consumers could enter their unique code on Mooiwatbloemendoen.nl to see whether they've won the giveaway



CASE 5

BEDANKT PLANT – DUTCH FLORISTS

THANKS PLANTS FOR PURIFYING AIR, BODY AND SPIRIT

Stores	400 stores in the Netherlands
Promotional period	1 October – 20 October 2019
Offer	Purchase Air So Pure plants (minimum of €20) for your chance to win a juice detox ('Sapje') or an Air So Pure Plant including pot
Goal	Increase the spending amount on Air So Pure plants at Dutch florists
Results & highlights	<ul style="list-style-type: none"> ▪ Reach online ads: 400,000+ ▪ Of the 8,800 issued vouchers, 838 promotion codes were entered at Mooiwatplantendoen.nl. This 9.6%, with similar promotions it's an average of 3.5% ▪ We did a survey and visited 122 florists. Results: <ul style="list-style-type: none"> >> 82% stores actively participated and handed out vouchers to customers >> 55% stocked Air So Pure plants
Learnings	Florists find this shopper activations very interesting because they usually sell more flowers than plants. With this promotion, they can increase their sales of plants. (source: store visit survey)



The Flower Council of Holland in collaboration with





CASE 6

BEDANKT PLANT

ALBERT HEIJN SUPERMARKETS

Thanks Plants, for transforming my home into a tropical paradise! With our international campaign, Thanks Plants, we seek to highlight all the benefits that plants bring and what they do for us. Plants help us to relax, bring us closer to nature, and turn our houses in homes. With this shopper activation we put orchids into the spotlight as part of our growth platform, Health & Wellbeing.

MEANS OF COMMUNICATION

TO STORE

- Insert in Allerhande magazine
- Social media posts with store locator to the nearest Albert Heijn supermarket



IN-STORE

- Point of sale communication for Albert Heijn trolley
- Orchid and pot, with cover with Thanks Plants logo



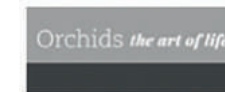
CASE 6

BEDANKT PLANT – ALBERT HEIJN SUPERMARKETS

THANKS PLANTS FOR TRANSFORMING MY HOME INTO A TROPICAL PARADISE

Stores	720 Albert Heijn supermarkets in the Netherlands
Promotional period	7 October – 20 October 2019
Offer	Purchase an orchid and receive a free pot
Goal	Increase sales of orchids and introduce more variety orchids to the assortment of Albert Heijn
Results & highlights	<ul style="list-style-type: none"> ■ Insert in Allerhande, magazine by Albert Heijn with 2 million copies ■ Activating and inspiring plug-and-play point of sale displays
Learnings	The promotion put emphasis on the price of the orchids at the expense of the giveaway.

The Flower Council of Holland in collaboration with



Bedankt PLANT





CASE 7

DANKE PFLANZEN

REWE GARDEN CENTRE

Thanks Plants, for turning my house into a home! With our international campaign, Thanks Plants, we seek to highlight all the benefits that plants bring and what they do for us. With this shopper activation, we put orchids in the spotlight as part of our growth platform, Health & Wellbeing.

MEANS OF COMMUNICATION

TO STORE

- Brochure Rewe
- Website Pflanzenfreude.de and social media ads



IN-STORE

Point of sale communication



CASE 7

DANKE PFLANZEN – REWE GARDEN CENTRE RECEIVE A FREE ORCHID CONDITIONER

Danke PFLANZEN

Stores: 2,500 supermarkets in Germany
 Promotional period: 11 November – 16 November 2019
 Offer: Purchase an orchid and receive a free orchid conditioner

Goal: Increase sales of orchids with an attractive incentive

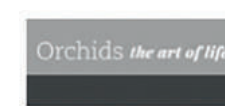
Results & highlights:

- 100% availability in-store (source: store visit survey)
- Consumers read about our offer in 20 million Rewe brochures
- Reach social media ads Rewe: 900,000
- Plug-and-play point of sale displays

Learnings: The in-store incentive could be more visible.



The Flower Council of Holland in collaboration with





CASE 8

MERCI LES PLANTES

E. LECLERC SUPERMARKETS

Thanks Plants, for turning my house into a home! With our international campaign, Thanks Plants, we seek to highlight all the benefits that plants bring and what they do for us. With this shopper activation, we put orchids in the spotlight as part of our growth platform, Health & Wellbeing.

MEANS OF COMMUNICATION

TO STORE

- Brochure E. Leclerc
- Website Maplantemonbonheur.fr



IN-STORE

Point of sale communication



CASE 8

MERCI LES PLANTES – E. LECLERC RECEIVE A FREE ORCHID CONDITIONER

Merci
les **PLANTES**

Stores	650 hypermarches (supermarkets) in France
Promotional period	2 December – 15 December 2019
Offer	Purchase an orchid and receive a free orchid conditioner
Goal	Increase sales of orchids with an attractive incentive
Results & highlights	<ul style="list-style-type: none"> ▪ 100% availability in-store (source: store visit survey) ▪ Plug-and-play point of sale displays
Learnings	Make greater use of E. Leclerc's communication channels.



The Flower Council of Holland in collaboration with





CASE 9

FLOWER AGENDA AMARYLLIS

FLEUROP DUTCH FLORISTS

The amaryllis gives colour to the December holidays!
This shopper activation was linked to the amaryllis that was in the Flower Agenda on [Mooiwatbloemendoen.nl](https://mooiwatbloemendoen.nl) in December. The flower played a leading role in the Christmas dossier sitewide and the photography for the shopper activation was within the style of this dossier. In conjunction with Fleurop, we made sure that the amaryllis was top of mind with our consumers in December.

MEANS OF COMMUNICATION

TO STORE

- Article and social media posts with direct link to order the amaryllis at Fleurop.nl
- Editorial of six pages in Vogue Living magazine (Netherlands) about Christmas and flowers, including an ad with information about the giveaway contest



MAAK KANS OP EEN PRACHTIG BOEKET EN DESIGNVAAS

In december geef je amaryllissen

De amaryllis geeft kleur aan de kerstdagen. De gekleurde, rijke bloemenstralen brengen een feestelijk gevoel in de woonkamer. En in huis. Koop deze maand een amaryllisboekje bij Fleurop en win vaak én vaak een designvaas van € 80,-.

ZO DOE JE HET!
Bij aankoop van een cadeauboekje bij jouw lokale Fleurop. Slechts één kans per winkel met een code. Kijk bij het boekje online, dan krijg je die code direct. Op Fleurop.nl zie je jouw code in. Dus maak je kans!

IN-STORE

Point of sale display including poster, counter display and vouchers



AFTER PURCHASE

After purchase, consumer could enter their unique code on Fleurop.nl to see whether they've won the giveaway



CASE 9

FLOWER AGENDA AMARYLLIS – FLEUROP DUTCH FLORISTS

SPARKLING HOLIDAYS WITH AN AMARYLLIS BOUQUET

Stores

Fleurop.nl and Fleurop florists

Promotional period

2 December – 31 December 2019

Offer

Purchase an amaryllis bouquet for a chance to win one of 100 luxury vases worth €80

Goal

Put the amaryllis in the spotlight as the must-have December flower and increase sales by 25% at Fleurop

Results & highlights

- Beautiful collaboration with Vogue Living Netherlands with and six-page editorial and advertorial with information about the shopper activation
 - Shopper activation advertisement about the amaryllis offer at Fleurop in the same edition of Vogue Living
 - Generate traffic to Fleurop.nl with social media advertising
 - Reach Vogue Living (Netherlands): 50,000
 - Number of amaryllis bouquet sold on Fleurop.nl: 4673
- The objective was: ≥ 3000 amaryllis bouquets

Learnings

The prize, a luxury vase, wasn't too visible in the photography. For the consumer, it wasn't too clear on what they could win.

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 warmly 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 WELL-FOUNDED OBJECTIVES AND RESULTS

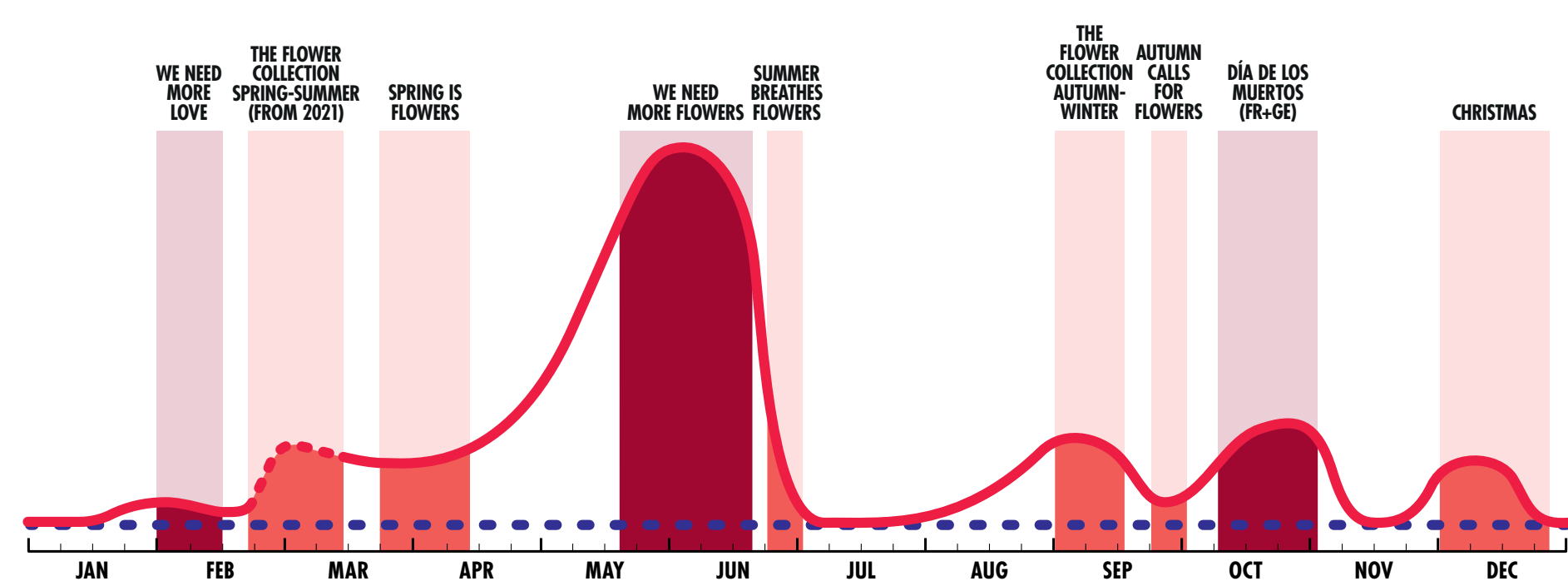
At the start of each project specific mutual objectives are defined as well as research and tracking methods. Among other things, the sales results and the media reach are evaluated afterwards to check whether the objectives have been achieved.



COMMUNICATION CALENDAR 2020–2021

FINDING THE PERFECT MOMENT FOR A COLLABORATION

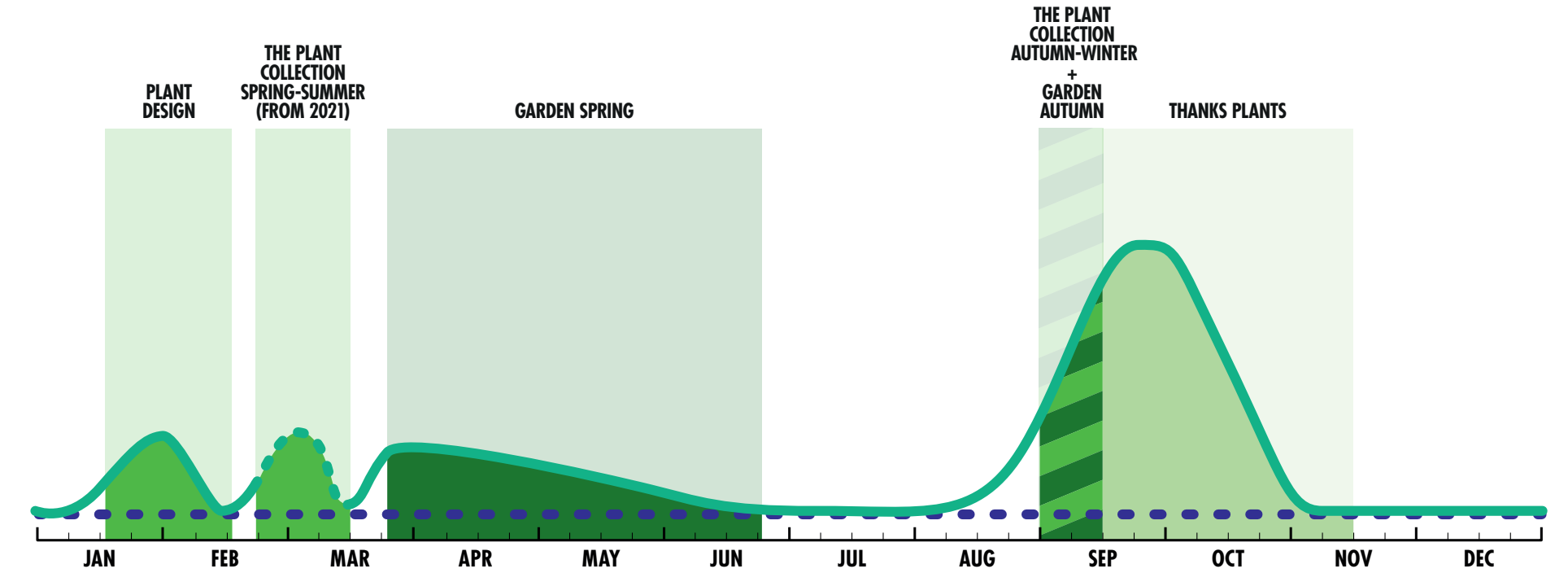
We plan important moments in our international campaigns, for both flowers and plants, two years in advance. By connecting shopper activations to these moments, we can have more impact.



FLOWERS

LEGEND

- = CELEBRATE SEASONS
- = CONNECTING FRIENDS
- = ALWAYS ON



PLANTS

LEGEND

- = HEALTH & WELLBEING
- = INTERIOR
- = CELEBRATE SEASONS
- = ALWAYS ON



GET IN TOUCH

WANT TO FIND OUT MORE?

If you are interested in exploring the opportunities and conditions for collaboration with regards to shopper activation, please contact Ivo van Orden, activation manager.

IVO VAN ORDEN
ACTIVATION MANAGER
+31 (0) 6 51 10 70 12
I.VAN.ORDEN@BLOEMENBUREAUHOLLAND.NL

CHANEL DE KOCK
COUNTRY MANAGER UNITED KINGDOM
+44 (0) 7957 089 875
C.DE.KOCK@FLOWERCOUNCIL.CO.UK



