



SUNBELIEVABLE SHINES ON!

Retail Toolkit

Grow Beautifully

MONROVIA®

Since 1926



Do your customers love to shine on social media? Encourage them to tag and share photos of their gift-giving #SunBelievableShinesOn! We want to share their happy occasions!



Spring

SUNBELIEVABLE SPREADS SUNSHINE!



SunBelievable™ Sunflower is the perfect any-occasion gift plant to spread sunshine. Cheery yellow blooms on an easy-care plant makes SunBelievable a bright gift idea for:

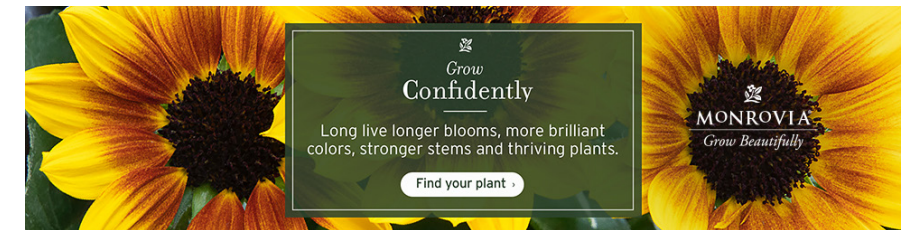
- May Day (May 1)
- National Teacher's Day (May 4)
- National Nurse's Day (May 6)
- Mother's Day (May 9)
- Armed Forces Day (May 15)
- Housewarming gifts
- Get-well gifts
- Reconnect with friends and neighbors
- Any time you want to lift someone's spirits!

Merch Tips:

- Help customers see the gift potential by displaying SunBelievable™ right by your greeting cards, gift certificates, and other add-ons. Consider offering gift tags, pot wraps, or ribbon picks to make these even easier to give. Or upsell gift baskets built around SunBelievable!
- Be sure to remind shoppers these plants are perfect for adding to the garden – SunBelievable's thousands of flowers and months of blooms makes it a gift that truly keeps on giving.

Promo Calendar:

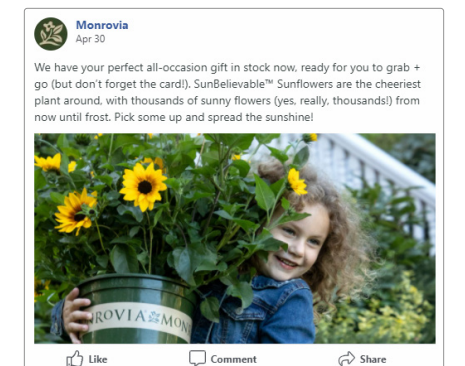
WEB Add these digital graphics starting in March.
<https://bit.ly/3w1mh4C>



NEWSLETTER Use this copy and photos in April.
<https://bit.ly/3vZTItW>



SOCIAL Customize these posts and schedule for April and May.
<https://bit.ly/3w1pkdi>



EMAIL Include this gift-giving reminder in any Mother's Day messages. <https://bit.ly/3vZTItW>



Create recipe cards that double as shopping lists can help customers visualize combos – and encourage them to go on a treasure hunt through your aisles!



Summer

SUNBELIEVABLE™ SHINES ON THROUGH SUMMER HEAT!



Skip the summer slump with SunBelievable™ Sunflowers! Get continuous color on an easy-care, heat tolerant plant that fills the garden with blooms – one of our Craftsmen called it “just pure joy!”

These self-cleaning, sterile flowers don’t need any deadheading to keep blooming (and blooming). We say SunBelievable™ has 1000s of flowers, and it’s really true! SunBelievable will keep your customers excited about gardening through the tough summer.

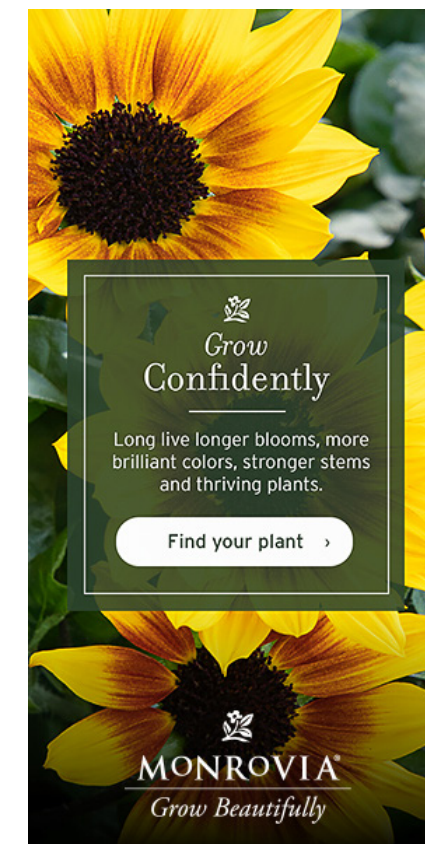
Merch Tips:

- Show customers how SunBelievable’s pop of color can fill in for faded flowers.
- Offer up container recipes to help them shop for companion plants that pair perfectly with SunBelievable™.
- Be sure to create a few grab & go arrangements for inspiration and impulse shopping.

Promo Calendar:

WEB Add these digital graphics starting in June.
<https://bit.ly/3w1mh4C>

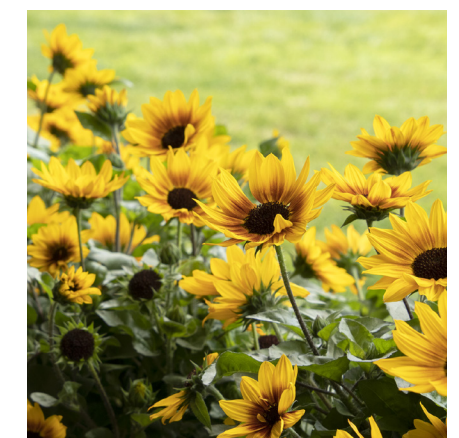
SOCIAL Customize these posts and schedule for June, July and August. <https://bit.ly/3w1pkdi>



EVENTS Start planning and promoting your fall store programs and family activities.



NEWSLETTER Use this copy and photos in your June or July newsletter. <https://bit.ly/3vZTltW>





Get creative!
How can you work SunBelievable into
a fall-themed display?



Fall

SUNBELIEVABLE™: FRESH FOR FALL!



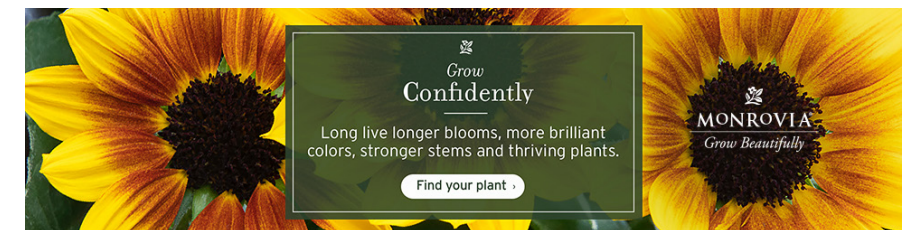
Give shoppers a fresh spin on fall décor with SunBelievable™! This brown-eyed beauty pairs perfectly with other autumn favorites. With bushels of blooms, SunBelievable is also a hot new alternative to mums.

Merch Tips:

- Showcase SunBelievable in autumn arrangements by pairing with sedums, asters, grasses, and other late-season lovelies.
- Host a container-refresh workshop showing how to transition from summer to fall.
- Have a pumpkin patch? Fill in the field with flowers! SunBelievable makes an eye-catching display that will get your location featured on customers' social media feeds.
- Create a fall photo booth. All those cute kids will look adorable posing next to SunBelievable! Add in wagons, haybales, and pumpkins to complete the Instagram-worthy look – remind customers to tag their photos with #SunBelievableShinesOn and your location!

Promo Calendar:

WEB Update the digital banners on your website starting in September. <https://bit.ly/3w1mh4C>



NEWSLETTER Use this copy in your September or October newsletter. <https://bit.ly/3vZTltW>



SOCIAL Customize these posts and schedule for September and October. <https://bit.ly/3w1pkdi>



EVENTS Don't forget to promote any fall family activities you're hosting on your own channels and in local event calendars!