



# SUNBELIEVABLE™ SHINES ON!

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## Retail Toolkit

*Grow Beautifully*

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**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:

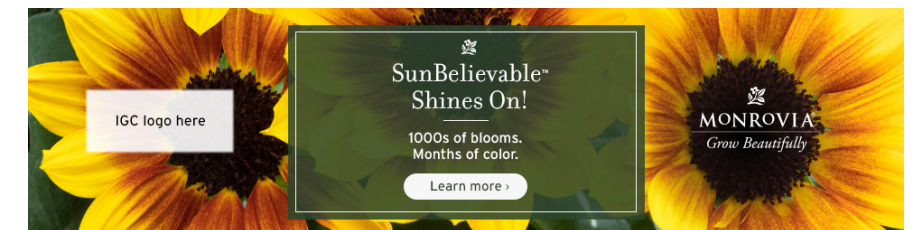
- May Day (May 1)
- National Teacher's Day (May 4)
- National Nurse's Day (May 6)
- Mother's Day (May 9)
- Armed Forces Day (May 15)
- Housewarming gifts
- Get-well gifts
- Reconnect with friends and neighbors
- Any time you want to lift someone's spirits!

## 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/2PpzW5d>



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



**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/3vZTtW>





Create recipe cards that double as shopping lists to 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.

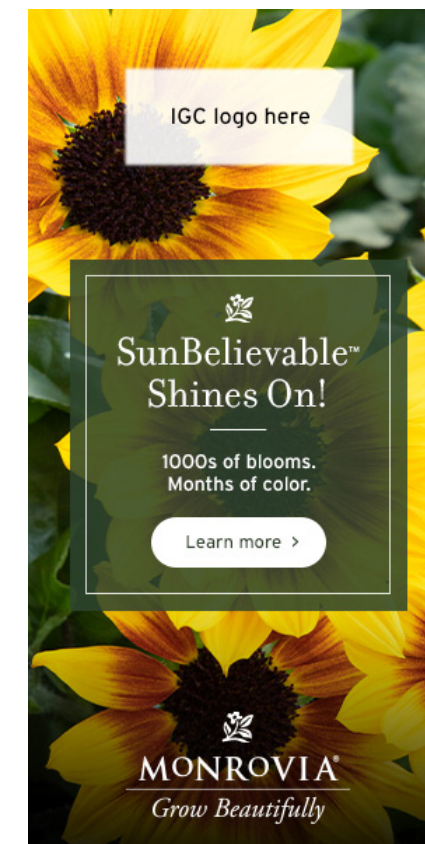
## Merch Tips:

- 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/2PpzW5d>

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



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



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





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



# Fall

SUNBELIEVABLE: FRESH FOR FALL!



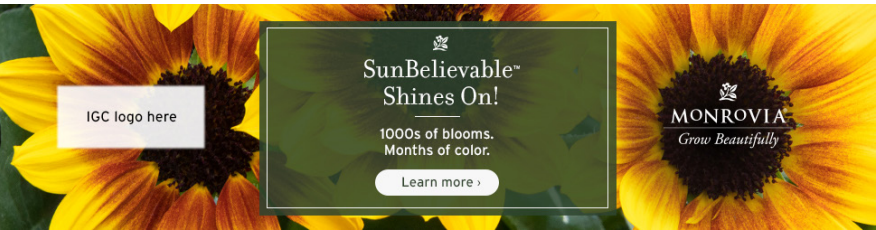
Give shoppers a fresh spin on fall décor with SunBelievable! This brown-eyed beauty pairs perfectly with other autumn favorites. With bushels of blooms, SunBelievable is also a hot new alternative to mums.

### 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/2PpzW5d>



**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!