

# FUTURE FLOWER INITIATIVES

Presented By: Brad Denham





# Hello I am Your Speaker



Being an serial entrepreneur is  
not full-time or part-time job,  
...It's a LIFESTYLE!

## ...Why Me?

- Started over 10 companies from advertising , auctions, construction, travel, publishing to flowers
- Retired at 30 after a successful company sale to Gannett
- After 6 months of retirement we entered the flower business in 2004
- Named one of Arizona's top entrepreneurs in 2007
- Recruited back to the corporate game in 2009 , and helped transform a 300mm public company thru 2 acquisitions and a value of over 1.5b in less than 5 years







# Today's Agenda



- Have Lots of Fun!
- Women's Day Overview
- What's New in 2017
- Results Comparison
- Family Feud
- Future Flower Initiatives
- Questions & Answers







# Goal

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- Primary - Raise awareness of Women's Day in the local community by providing a platform that encourages people to "Celebrate the Women" in their life.
  - Secondary - Increase the sale of cut flowers by encouraging consumers that the gift of cut flowers is an honorable and thoughtful way to recognize and reward the achievements, importance and influence women have made.
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# Objective

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- Recognize and celebrate the achievements and influence of women in their lives by sharing stories of Love, Honor and Respect
  - Collaboratively leverage the resources of local florists and wholesale florists throughout the US
  - Participating florists and wholesalers were encouraged to promote awareness of the holiday on their electronic resources, i.e. websites, social media, email marketing, etc.
  - Help raise awareness for a local non-profit organization that focuses on Women's issues
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# Campaign Message

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- Every woman deserves Love, Honor and Respect. Whether mother or daughter, young or old, women deserve to be honored this Women's Day, March 8th. Show Love, Honor and Respect for the special women in your life.
  - Women's Day is a time to recognize and celebrate the influence and achievements of women throughout history and today. From business to politics, athletics to philanthropy, to celebrity and even the mom next door.
  - Around the world, many people give flowers and other small gifts to their mothers, wives, grandmothers and daughters, as well as co-workers, teachers and friends in recognition of Women's Day.
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# What Did We Do Different?

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- Simplified the logistics to help the program scale with less investment
- Developed a 100% digital strategy to reduce costs as well as increase efficiency
- Develop a comprehensive strategy
  - Online – Redesign website and social strategy
  - PR – Series of three press releases
  - Florist – Florist social media resources



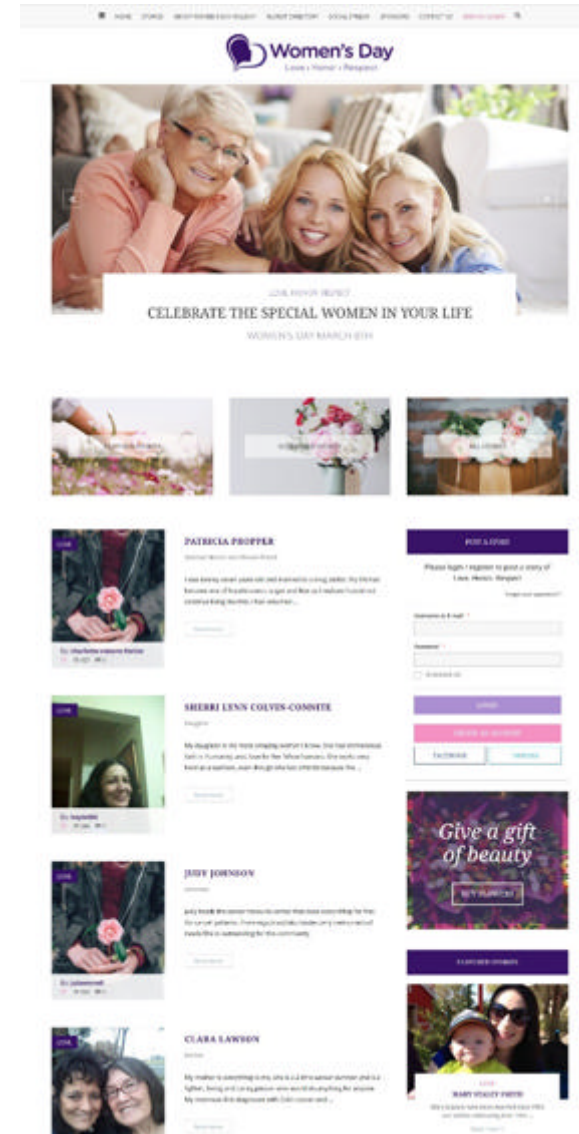


# womensdayholiday.com



## Website Summary

- Previous version of the website had been in use for the last 2 years
- Website [womensdayholiday.com](https://womensdayholiday.com) redesigned for 2017.
- Newer, fresher, and more REAL!
- Website – By sharing a story of love, honor or respect, they are nominating that special woman to receive free flowers, compliments of the participating local florists.
- Over 100 REAL nominated stories!







# Florist Social Media Resources



FACEBOOK IMAGE WOMEN'S DAY

Size 849x566 px

Resolution 72 dpi

Social Media

[Download](#)



FACEBOOK IMAGE CELEBRATE

Size 849x566 px

Resolution 72 dpi

Social Media

[Download](#)



FACEBOOK IMAGE 13

Size 849x566 px

Resolution 72 dpi

Social Media

[Download](#)



FACEBOOK IMAGE 12

Size 849x566 px

Resolution 72 dpi

Social Media

[Download](#)



FACEBOOK IMAGE 11

Size 849x566 px

Resolution 72 dpi

Social Media

[Download](#)



FACEBOOK IMAGE 10

Size 849x566 px

Resolution 72 dpi

Social Media

[Download](#)

- Florist Social Media Resources on Women's Day Holiday Website
- Over 15 pre-designed social media posts
- Over 227 Florists Downloaded Social Media Resources



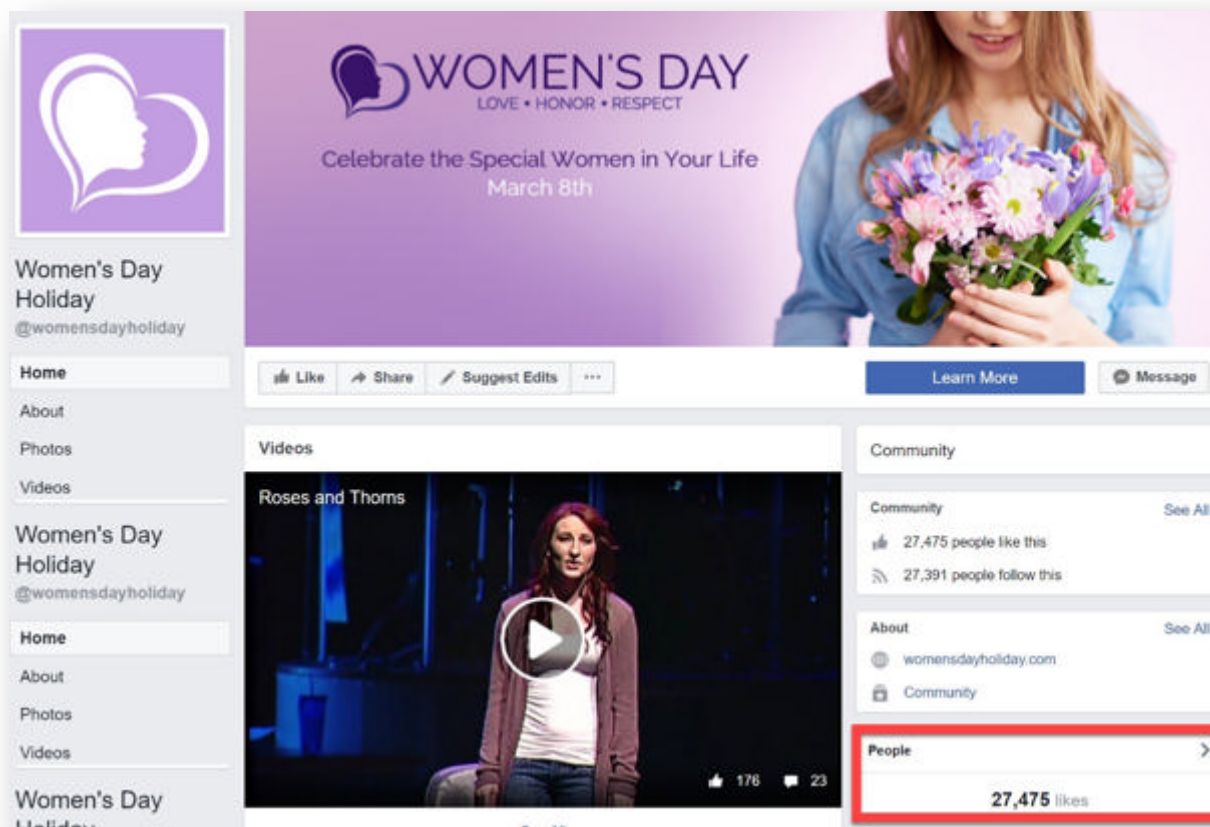


# 2017 Facebook

facebook

- 27,500 “fans”
- 4,000,000+ - Total Reach
- 8,000,000+ - Total Impressions
- 35,000+ - Engagements (Likes, Comments, Shares)

**Note:** Does not include the reach from local florists campaigns.





# 2017 Facebook



Page		Total Page Likes	From Last Week
1	 International Women's D...	152.9K 	0%
2	 California Grown	109.4K 	▲ 0.1%
YOU 3	 Women's Day Holiday	27.5K 	▲ 0.4%
4	 International Women's D...	26.1K 	0%
5	 California Grown Flowers	15.9K 	0%
6	 Aboutflowers.com	12.4K 	0%
7	 Society of American Flo...	9.1K 	0%
8	 American Grown Flowers	8.8K 	▲ 0.3%
9	 Women's Equality Day	2.3K 	▲ 0.3%





# PR Strategy

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## PR Newswire Times Square

- Press Release – 3 press releases to gain exposure for sponsors and non-profit, develop back links to the website and promote overall awareness to the campaign.
- Press - Pick-Up 600 Websites  
Total potential reach of 180,000,000 visitors per day







# 2015 Featured Stories

**Lexi Placourakis**  *Favorite*  
Mother, Role Model, Social Media Guru

Posted by: Womens Day Arizona  
on February 27, 2015 / 4 COMMENTS



Lexi Placourakis, is a 26 year old single mother and model originally from Kailua, Hawaii, who now resides in Scottsdale Arizona. Lexi studied business communication at ASU and is now Head of the Social Media Department at Code Red-I Mobile App Development Studio. When not being tackled by her 2 1/2 year old son Jaxson, she dedicates her time to inspiring other women. Recently, Lexi was asked to be the Key Note Speaker at this year's annual Women's Conference being held in Yuma, focusing on hard hitting issues including domestic violence, sexual abuse and body image.

**Sheree Hartwell**  *Favorite*  
Mom, Model, Fashion Mogul

Posted by: Womens Day Arizona  
on February 21, 2015 / 2 COMMENTS



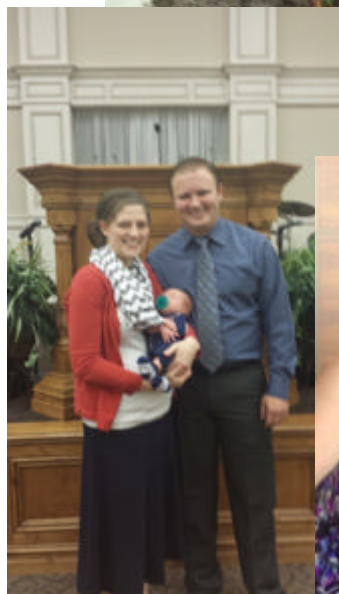
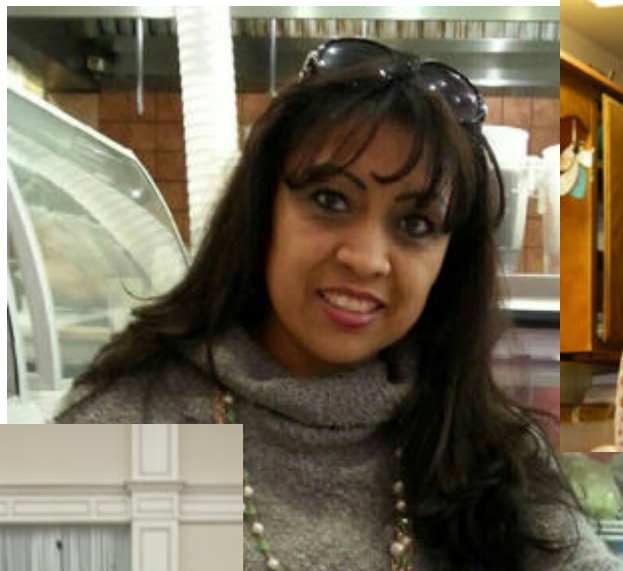
Sheree Hartwell is a lifelong Arizona resident and holds Bachelor of Science degrees in both Fashion Merchandising and Advertising from Northern Arizona University. She has been the owner of the FORD/Robert Black Model and Talent Agency in Scottsdale, Arizona for the last decade and has been in the talent management business for the last 15 years. The FORD/Robert Black Agency manages over 350 models and actors for all facets of the model and entertainment industry. Today she is involved in maintaining client relationships, scouting new talent, sending talent overseas and to national markets outside of Arizona, as well as the day-to-day operations of running her company.





# 2017 Real People

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# 2017 Real Stories

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- Barbara - My Love, My Life, My Story is simple. Barbara Freeman is not only my Mom but my Best Friend.
- Laura - I met her in high school, is truly amazing she is a mother to six children a wonderful house wife, she doesn't let anything bring her down she is very strong she is one of the strongest women I know
- Clara - My mother is everything to me, she is a 2 time cancer survivor and is a fighter, loving and caring person who would do anything for anyone.
- Judy - Judy heads the cancer resource center that does every thing for free for cancer patients.
- Ashley - I Love my wife and is a wonderful blessing to my life. We live in Oklahoma and attend House of Prayer Holiness church.
- Janet - The mother-daughter relationship is one of the strongest and complex bond in the world.





# Top Reasons Not to Promote Women's Day



- Too close to Valentine's Day, Admin, Easter, Mother's Day, too busy
- Women's Day is a "Russian Holiday"
- Concerned with possibility of negative PR
- The US doesn't celebrate Women's Day
- "Hallmarking" or manufacturing a holiday





# Perception or Reality

**A DAY  
WITHOUT  
A WOMAN**

1. Women TAKE THE DAY off, from paid and unpaid labor.
2. Avoid shopping for one day (with exceptions for small, women- and minority- owned businesses).
3. Wear RED in solidarity with A Day Without A Woman.

**MARCH 8, 2017**  
Indivisible Women Nevada County invite you to  
**TAKE THE DAY, TAKE THE POWER!**  
NEVADA COUNTY, CALIFORNIA



**RISE.  
RESIST.  
RAISE  
YOUR  
VOICE.**

POLITICS

**We're Not Publishing in Honor of A Day Without  
a Woman**

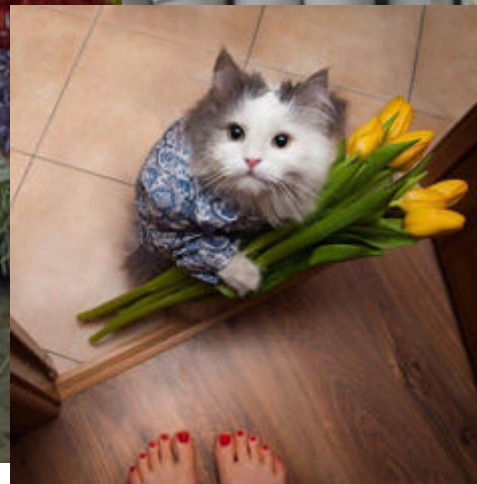
**#DayWithoutAWoman**

The women of TeenVogue.com are staying home.

teenVOGUE



# Don't Buy in to the Media Hype!

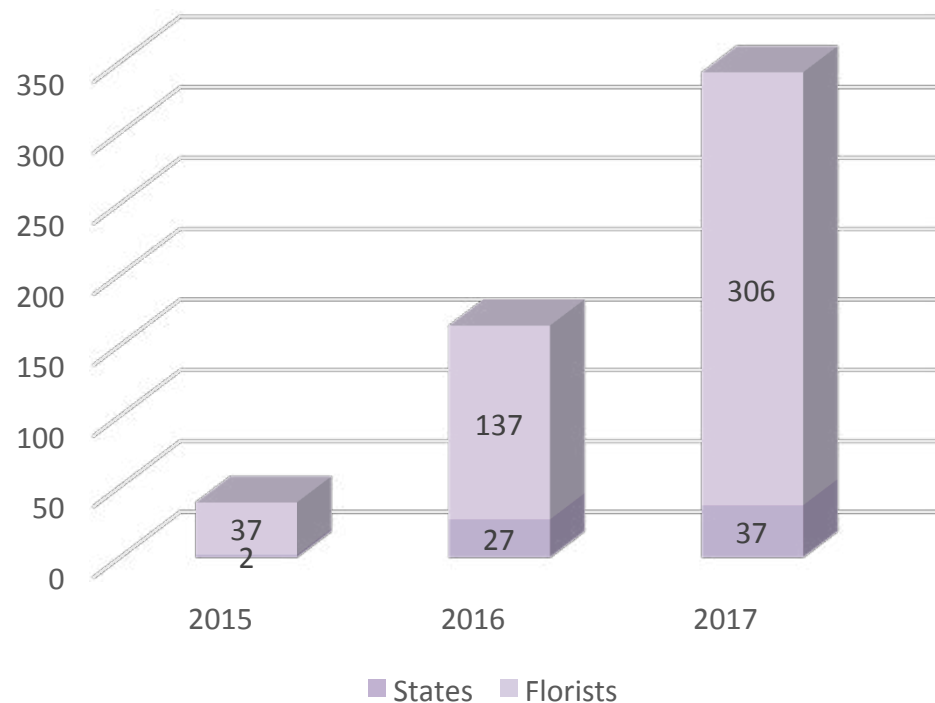






# Women's Day Participants

Year Over Year







# Survey Says!

We asked 1,350 random florists (who are brick and mortar) a series of questions to determine the following answers:



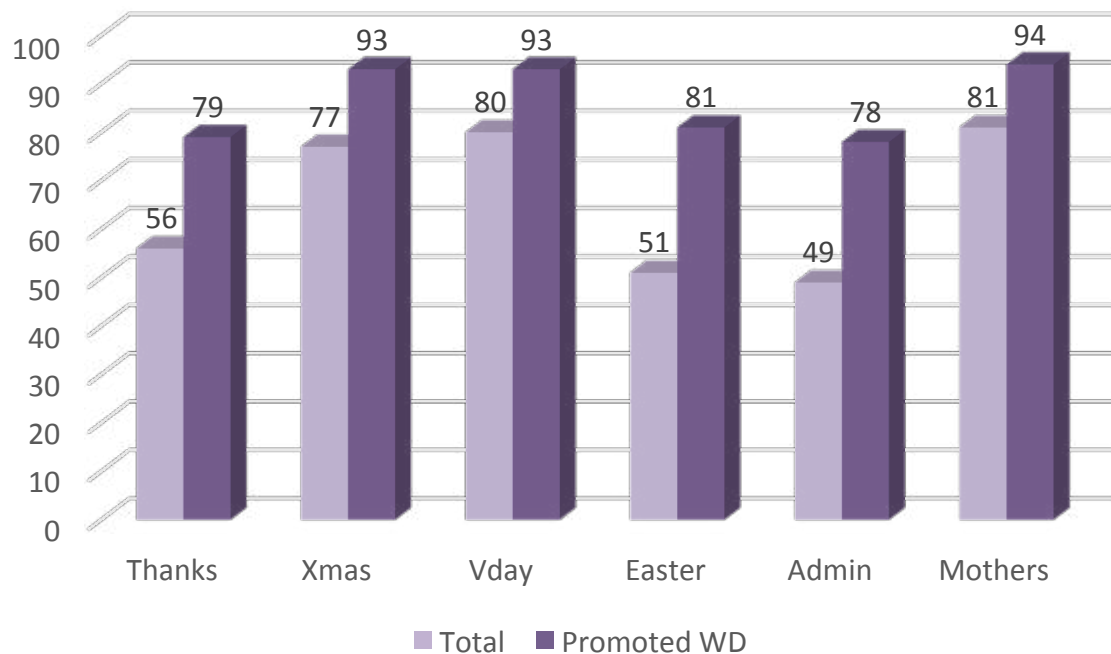




# Survey Says!

We asked florists if they promoted specific holidays

% Florists Who Promote at Holidays



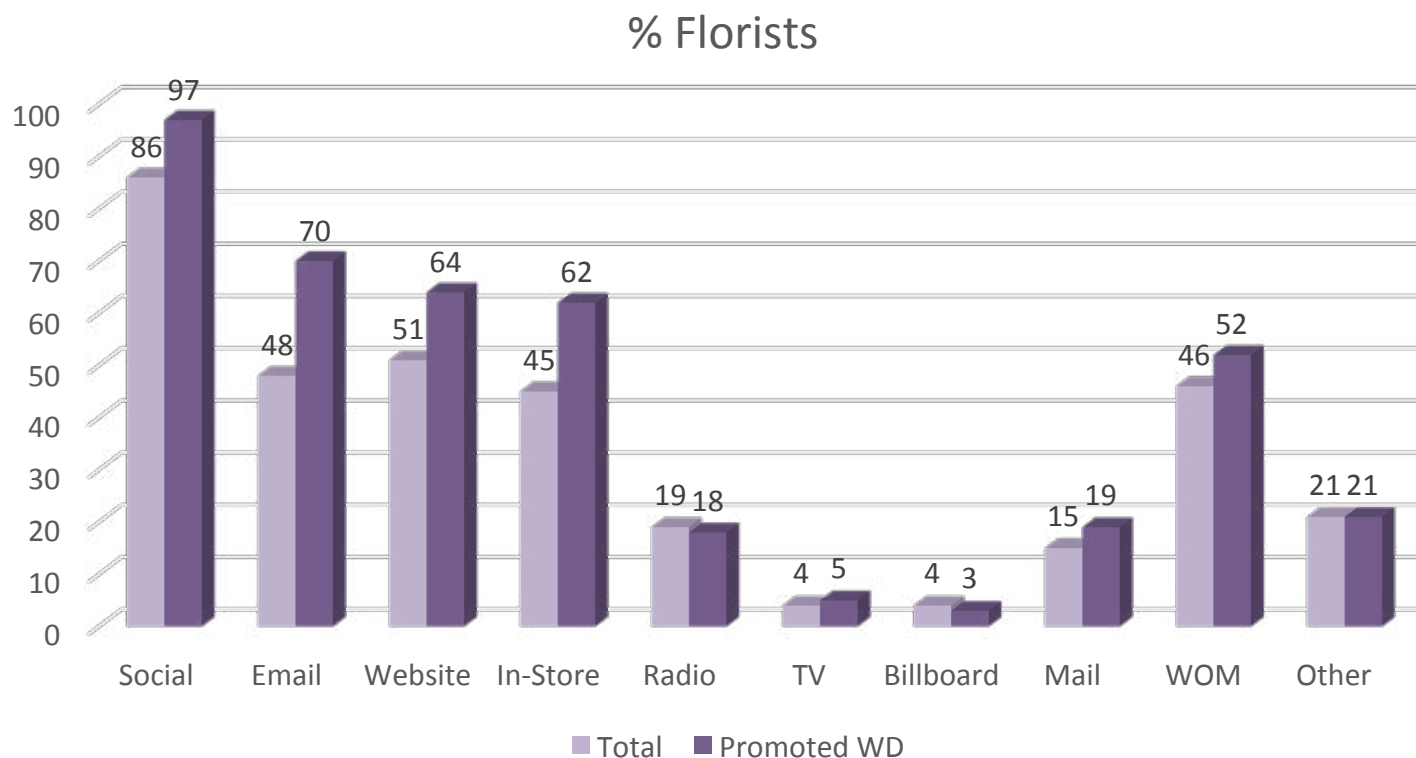
Survey Says! Florists who promote WD are more likely to promote other holidays!





# Survey Says!

How do florists promote those holidays



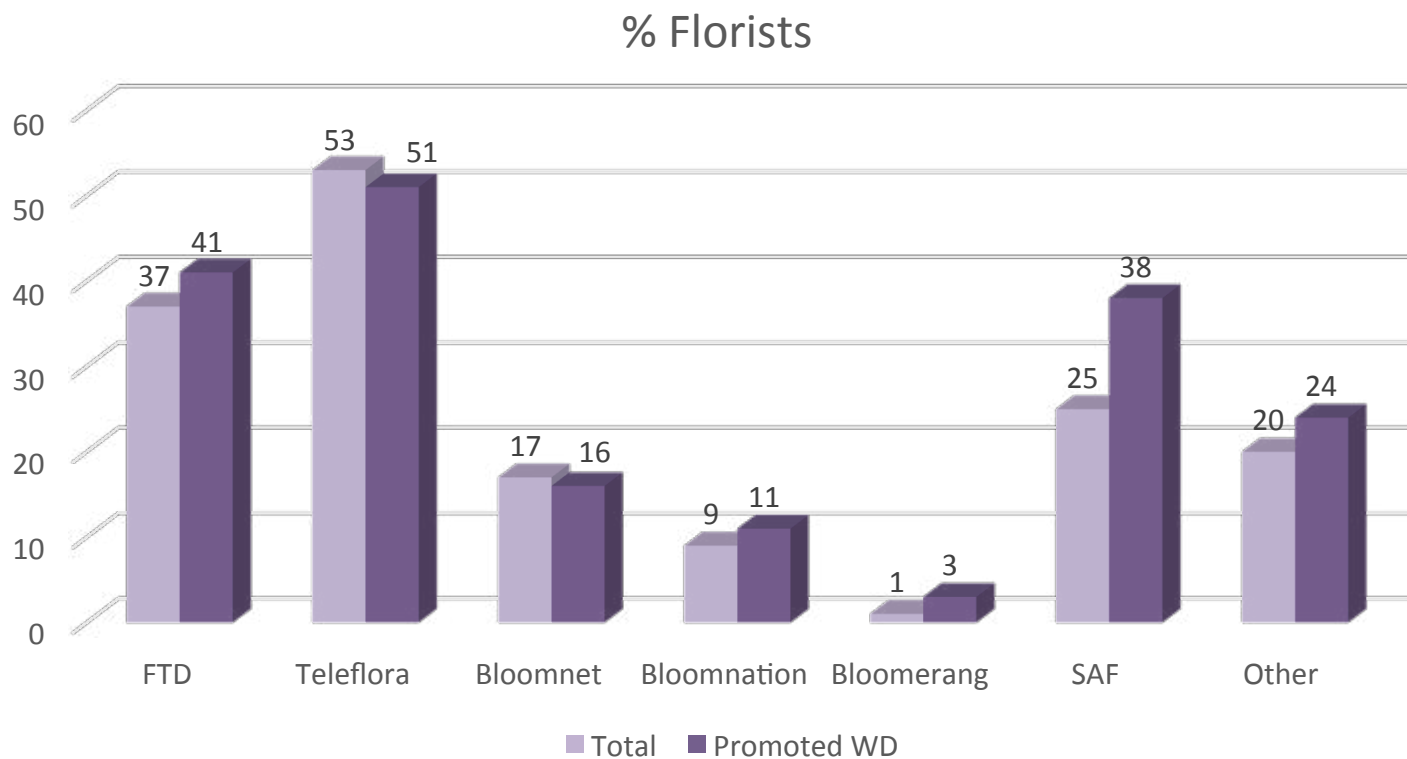
Survey Says! Florists who promote WD are more likely to promote other holidays!





# Survey Says!

Where does your shop get marketing resources



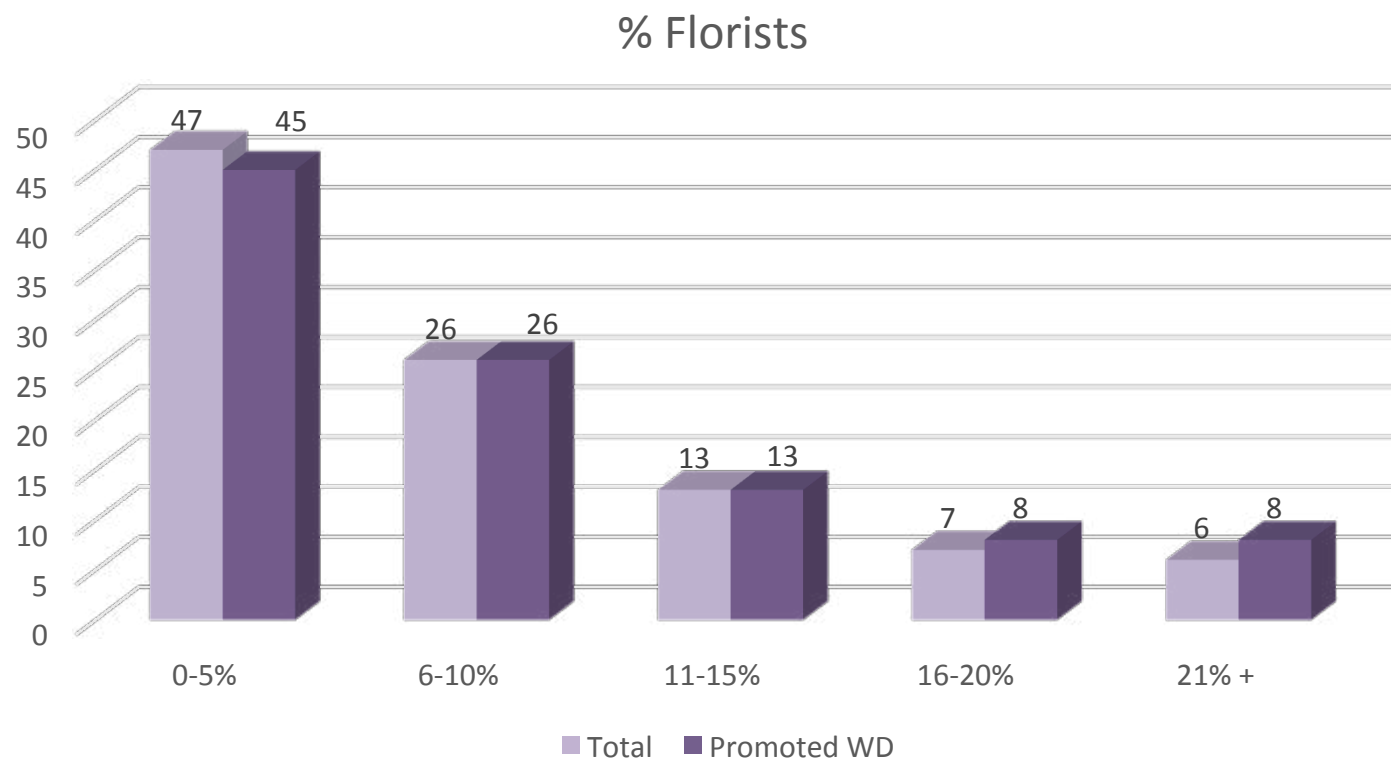
Survey Says! Florists who promote WD are more likely to get their marketing resources from SAF and Other Sources!





# Survey Says!

What % have your sales increased year over year



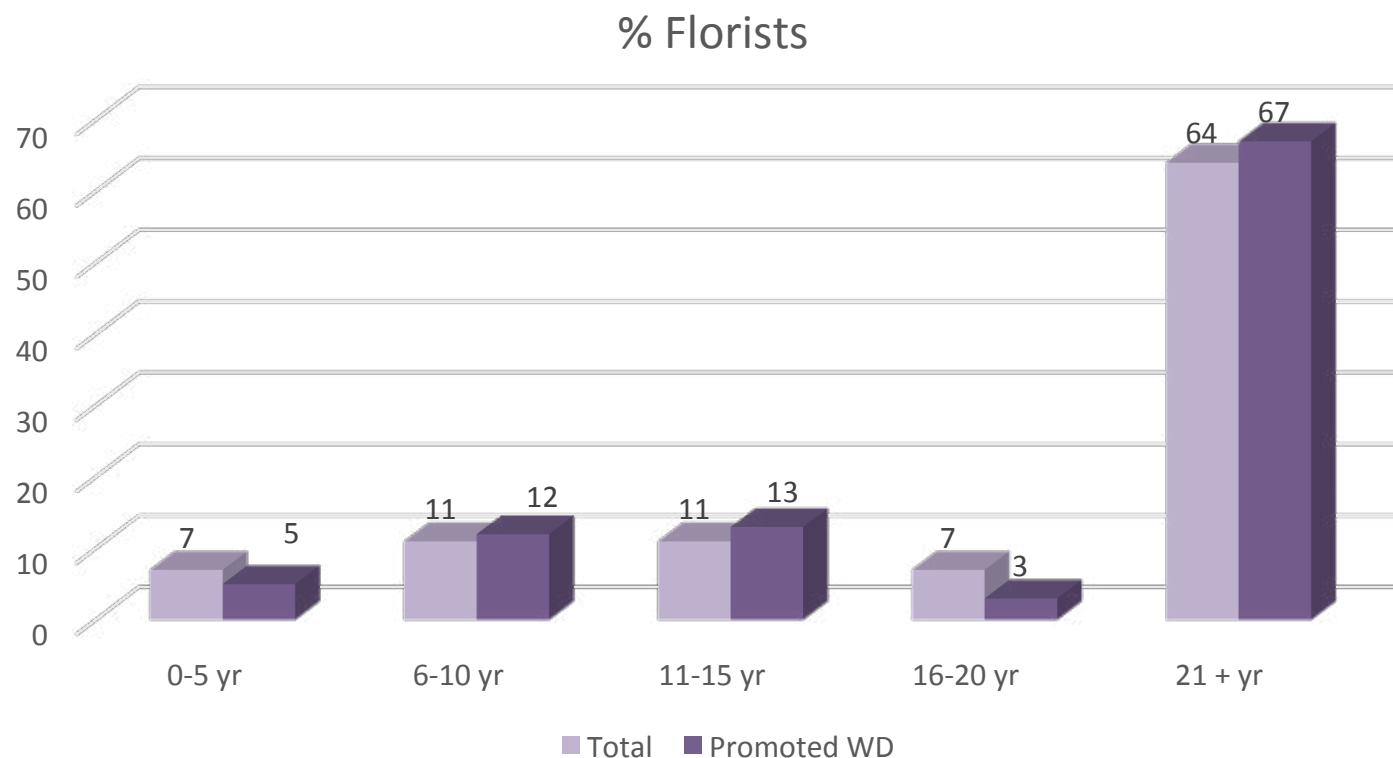
Survey Says! Florists who promote WD are more likely to have a higher increase in overall sales.





# Survey Says!

How long has your shop been in business



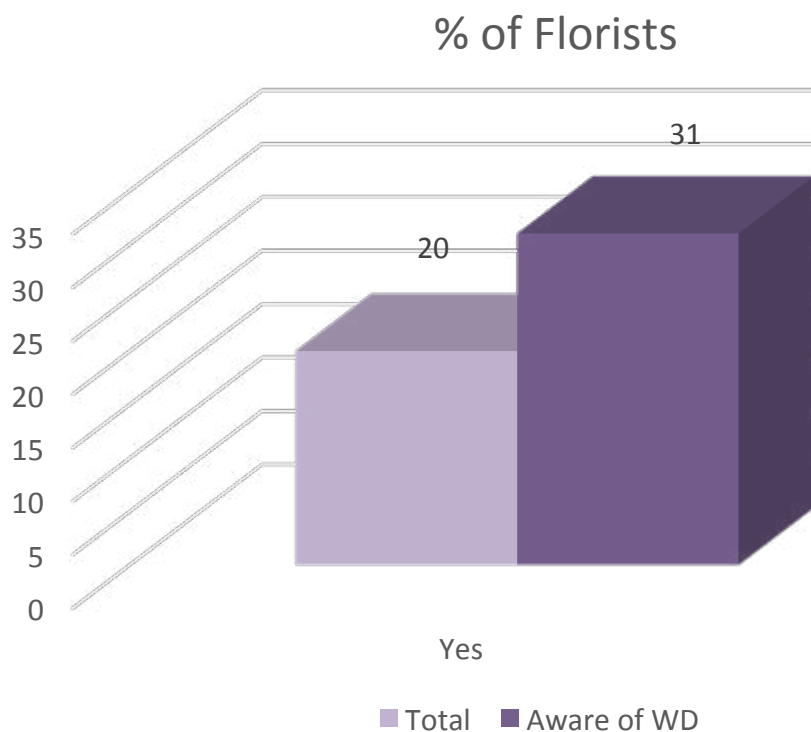
Survey Says! Florists who promote WD are typically more mature floral businesses





# Survey Says!

## Women's Day Holiday Awareness vs Promotion



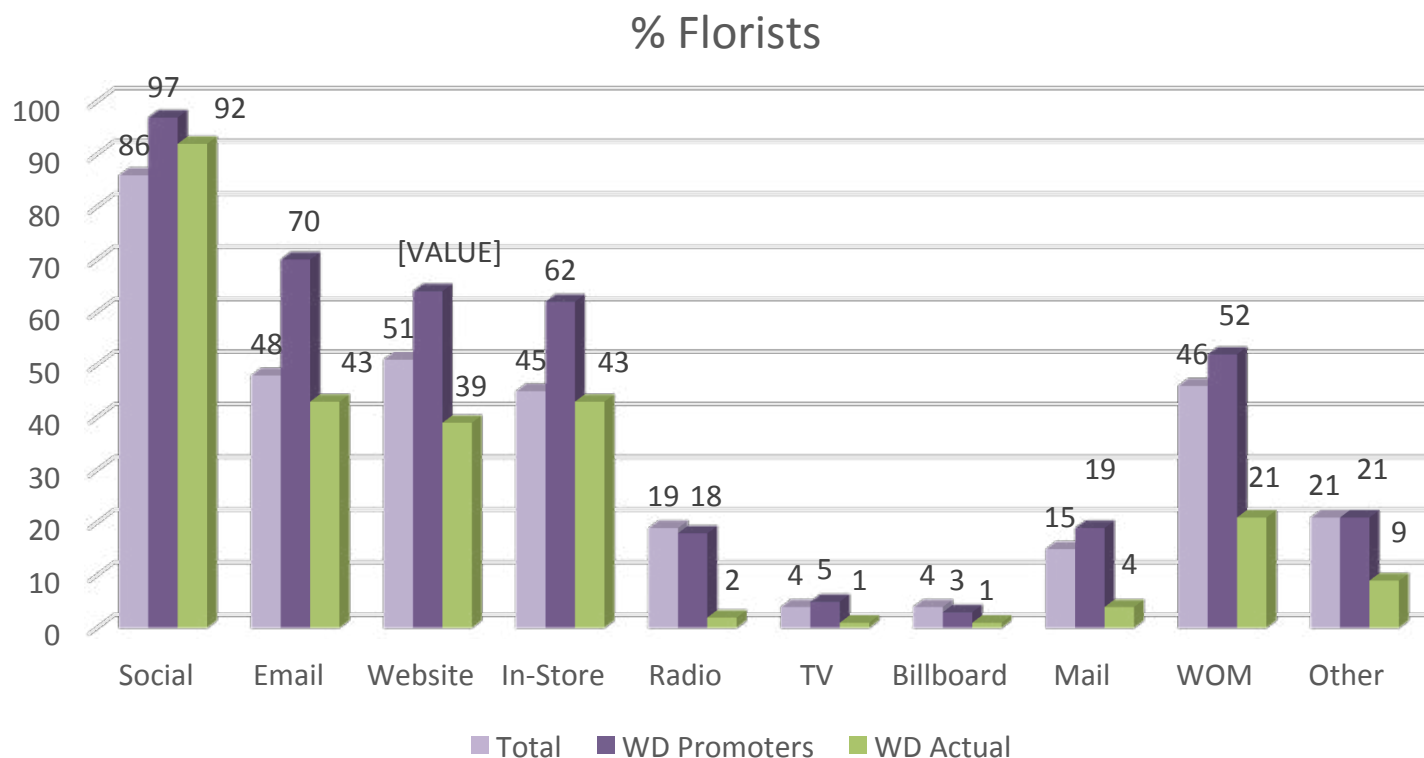
Survey Says! 64% of Florists surveyed are aware of Women's Day and 31% of the florists who are aware of the holiday promoted it in 2017.





# Survey Says!

How did florists promote Women's Day in 2017?



Survey Says! 92% of florists promoted Women's Day with social media. Very little traditional media is used to promote this holiday.

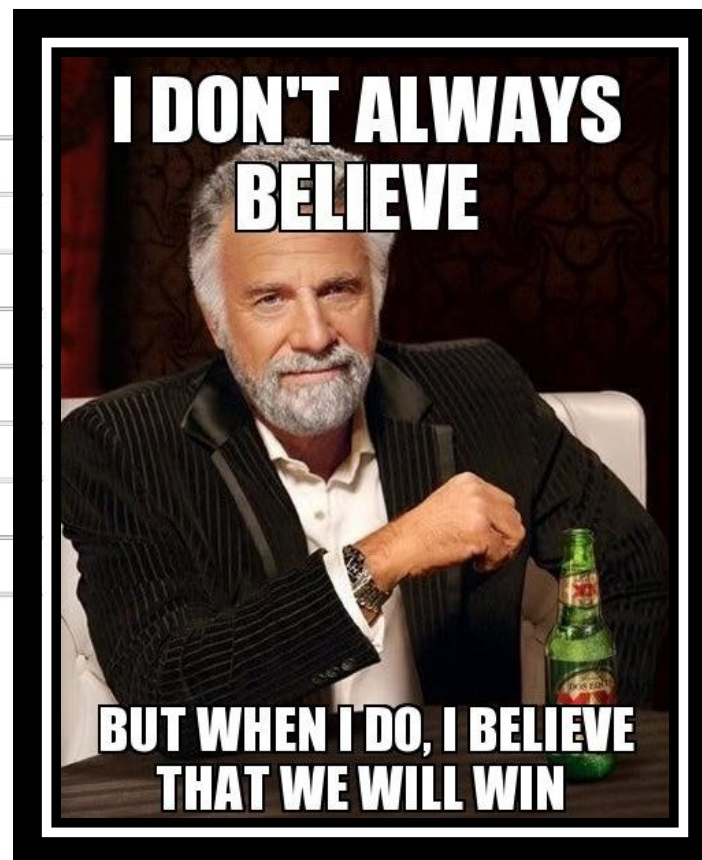
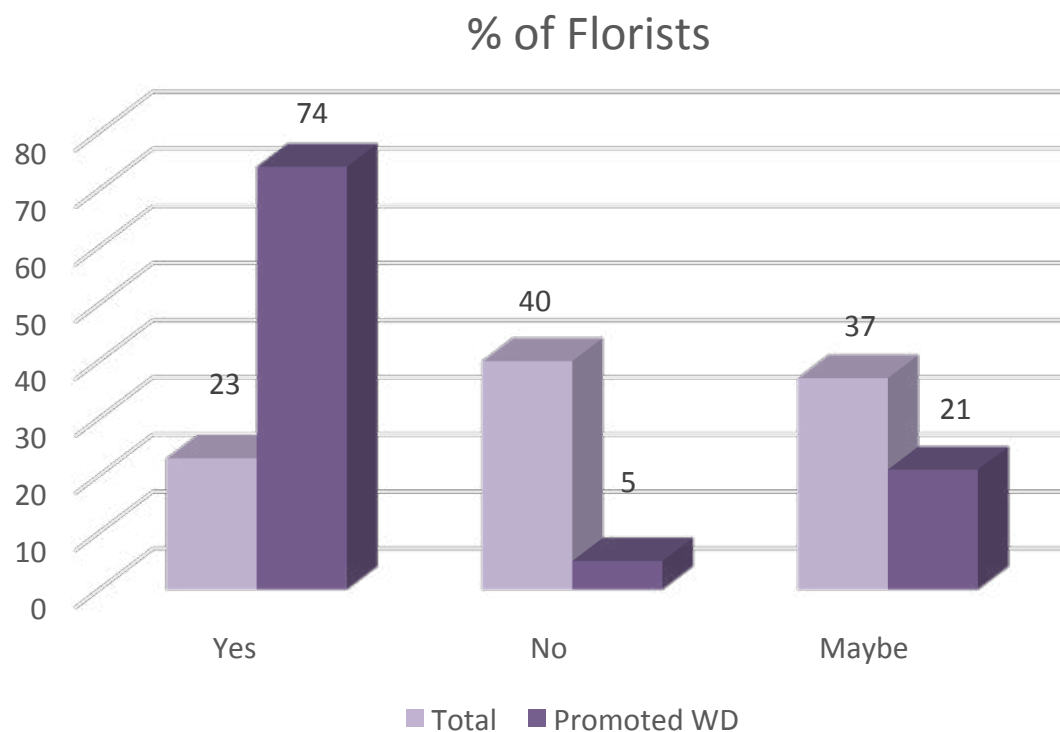
(2015 SAF Survey was 60% Social Media)





# Survey Says!

Florists plans to promote Women's Day in 2018



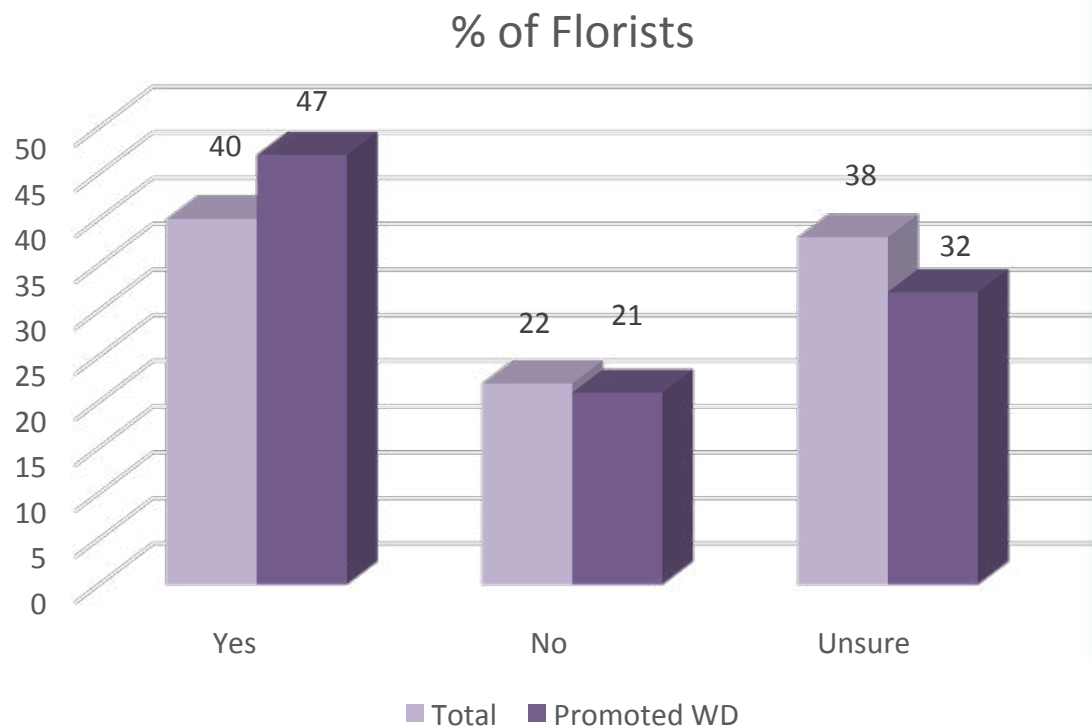
Survey Says! The trend looks promising for florists promoting Women's Day in 2018!





# Survey Says!

Optimism of the future of the floral industry



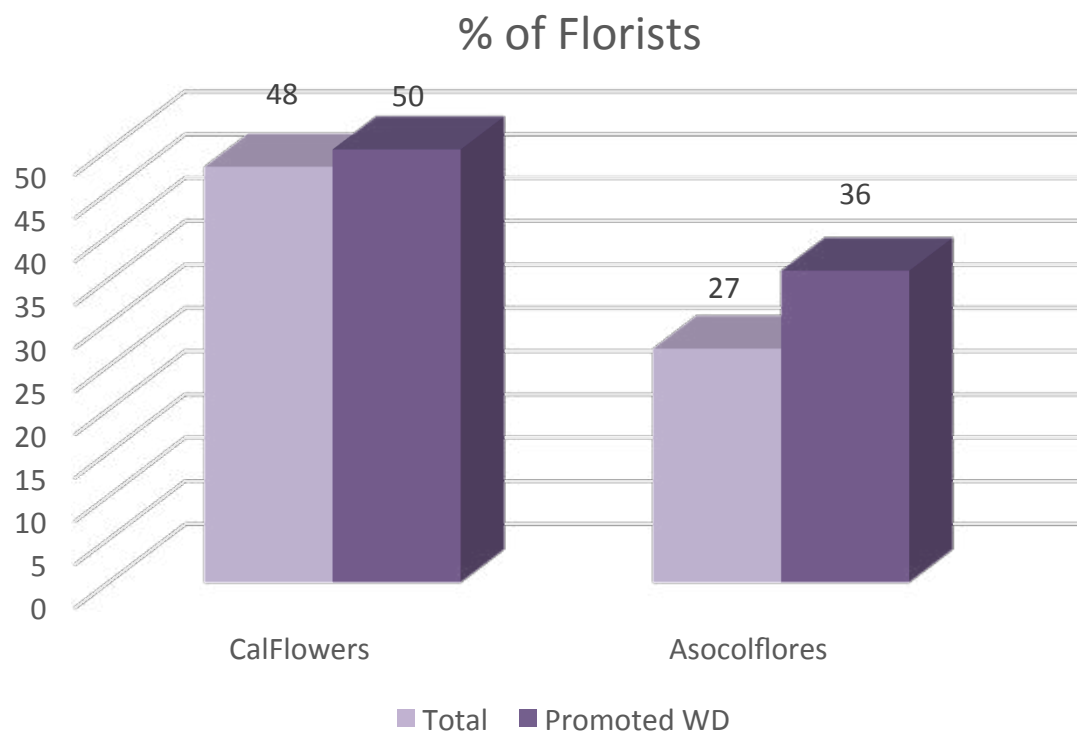
Survey Says! Florists who promote WD are more optimistic about the future of the floral industry.





# Survey Says!

## Awareness of CalFlowers & Asocolflores



CAL FLOWERS™  
California Association of  
Flower Growers & Shippers

asocolflores  
Association of Colombian Flower Exporters

Survey Says! Florists who promote WD are more likely to be aware of CalFlowers and Asocolflores!





# 2017 Results Highlights

- WD Budget Reduced 24%!
- Florists participation increased 684% vs 2015 and 123% vs 2016!
- Program expanded across the US now in 37 States!
- No free flowers were needed from farms to drive participation!
- Moved to a 100% digital strategy!
- Facebook followers increased 112%!
- Now 2<sup>nd</sup> Largest Women's Day following on Facebook!
- Now largest industry association page on Facebook!
- Social Media engagements up 78%!
- Social Media 4MM+ reach!
- Social Media 8MM+ impressions!







# Women's Day Best Practices

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- Start building awareness for Women's Day on Valentine's orders
  - Market to Valentine's recipients as women have embraced the celebration of Women's Day faster than men
  - Offer incentives for future purchase or bounce back coupons
  - Women's Day is March 8<sup>th</sup> every year. Why wait? Start planning now!
-





# Future Opportunities

- Memorial Day – 11%
- Everyday – 9%
- Homecoming / Prom – 6%
- Father's Day - 5%
- Sweetest Day – 4%
- Graduation – 3%
- Other - 24%



Survey Says! Florists were asked which holidays do they think could benefit from more industry promotion. Memorial Day was top of the list with 11%

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# Keys To Building Successful Future Flower Initiatives

- Commit – full embracement at all levels
- Plan – strategy and timeline, accountability
- Prepare – marketing material, collateral, PR
- Execute – as planned but be nimble
- Measure – gather results and learning's
- No Regrets – unless you do nothing







# Thank You!

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# Any Questions?



**“I would like to play  
devil’s advocate on this idea also.”**





# Thank You Very Much!

*Let's Connect!*

Brad Denham



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