



The Brand Gardeners Trust®



# 2025/26 Marketing Report

## Indiana

[provenwinners.com](http://provenwinners.com)

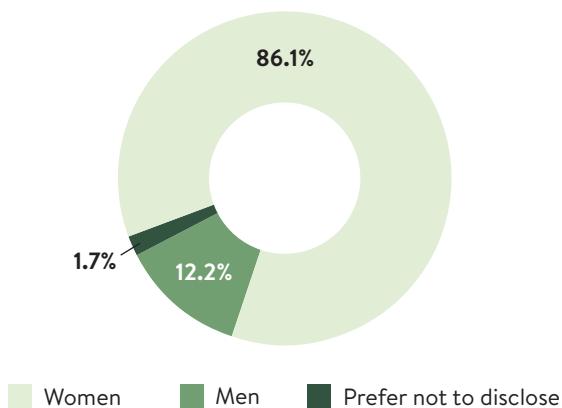
# Survey Results

Proven Winners is leading the way with consumer research, conducting multiple surveys per year to gather insights on houseplants, bulbs, perennials and more. With an average completion rate of 95%, Proven Winners gardeners are providing us with deeper insights into shopping habits and plant preferences. For more information on surveys, contact **Jessica DeGraaf** - [jessica@provenwinners.com](mailto:jessica@provenwinners.com).

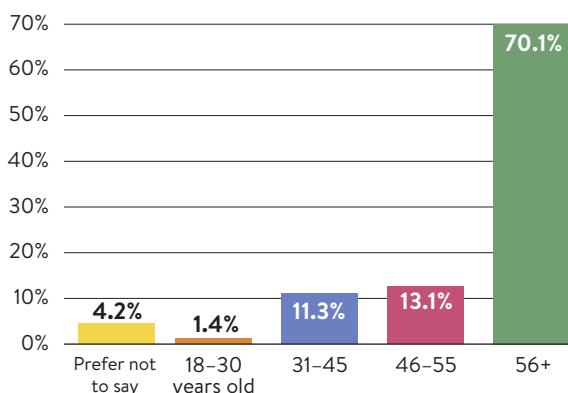


**TOTAL RESPONDENTS: 7,832**

## RESPONDENT GENDER IDENTITY



## RESPONDENT AGES



## TOP CHALLENGES FOR GARDENERS

Consumers are shifting to be more price conscious as cost was the most common gardening challenge they faced. Fewer consumers stated that lack of knowledge was a challenge; we attribute this to their ability to find gardening content online.



Cost



Weather



Finding a Specific Variety

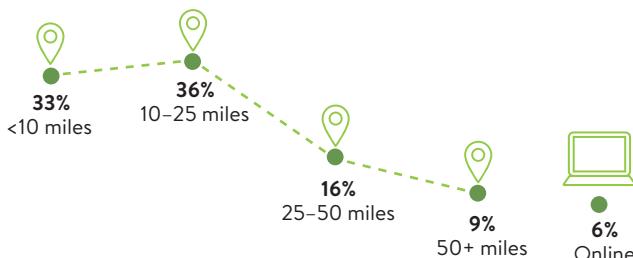
## WHERE GARDENERS SHOP

More than 76% of respondents shop at IGCs for plants, while 46% shop at big-box stores. There was significant overlap, with 34% reporting that they shop at both.



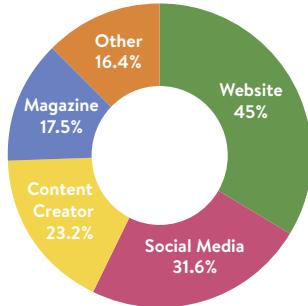
## DISTANCE TRAVELED

Consumers stayed closer to home this year with fewer respondents driving more than 50 miles to visit a garden center for the second year in a row. 10-25 miles is ideal for most consumers.



## NATIONAL PLANT AWARENESS

Over 50% of respondents were familiar with Proven Winners' National Plants of the Year program mainly due to social media and content creators as well as provenwinners.com.



## WHERE GARDENERS PLANT ANNUALS

Across all demographics, containers were the most popular way to plant annuals.



Containers  
83.7%



Landscape Beds  
59.7%



Hanging Baskets  
45.4%



Window Boxes  
17.7%

# 2026 National Plants of the Year

Over the last 9 years, we have selected exceptional varieties from our assortment as our National Plants of the Year. Marketing resources and funds have been dedicated to these plants to build excitement and consumer demand.



LEARN MORE

This has led to a 47% average variety growth for the National Annual of the Year.

2017 2018 2019 2020 2021 2022 2023 2024 2025 2026



Safari® Dusk™  
Jamesbrittenia



'Dark Side of the Moon'  
Astilbe



Heart to Heart® 'Chinook'  
Caladium



Endless Cascades™ Shining Sea Star™  
Hoya



Let's Dance Lovable®  
Hydrangea macrophylla



Double Play Dolly®  
Spiraea

## 2026 NATIONAL RECIPES OF THE YEAR



Kindness



Moonlit Lavender



Pixie Powder



Saffron Sunrise

# Must-Have Plants

The products and programs listed below will be marketed to consumers in 2026 through magazines, social media, video advertisements and our ever-popular Gardener's Idea Book. Use these lists to help create an assortment consumers will be asking for!

## TOP PLANTS OF THE 2026 GARDENER'S IDEA BOOK

- Art & Sol™ Mangave New Intros
- Bejeweled™ Series Penstemon
- Color Coded® Series Echinacea
- 'Dark Side Of the Moon' Astilbe
- Decadence® Lemon Meringue Baptisia
- Double Play Dolly® Spirea
- Dressed Up®/Primo®/Dolce® Series Heuchera
- Fall in Love® 'Sweetly' Anemone
- Hello Yellow Asclepias
- Lemon Coral® Sedum
- Luscious® Royale Cosmo Lantana
- Maestro® Coral and Gold Agastache
- Meant to Bee® Series Agastache
- 'Midnight Masquerade' Penstemon
- 'Orange Slices' Spigelia
- Prairie Winds® Series Panicum
- Rise Up Lilac Days® Rosa
- Rock 'n Grow® Back in Black Sedum
- Safari® Dusk™ Jamesbrittenia
- 'Sage Advice' Perovskia
- Señorita Rosalita® Cleome
- Silver River™ Didelta
- Sunglow™ Superlophus Oenothera
- Supertunia® Hoopla® Vivid Orchid™ Petunia
- Totally Stoked™ Series Stokesia
- Whirlwind® Blue Scaevola

## PROVEN WINNERS® COLOR CHOICE® TOP PICKS

- Jazz Hands Variegated® Chinese fringe-flower
- Incrediball Storm Proof™ Smooth Hydrangea
- Let's Dance Sky View™ Continuous Blooming Hydrangea
- Perfecto Mundo® Azalea - entire series
- Native shrubs – plants vary by region

## 2026 TOP PICKS

Customers are looking for the newest varieties and when they can't find them in store, they buy them online. Make sure you have these Top Pick new intros at your IGC this spring

- Superbells Magic® Double Grapefruit Calibrachoa
- Superlophus™ Sunglow Oenothera
- Supertunia Vista® Cool Jazz™ Petunia
- 'Violets are Blue' Delphinium
- Dolce® 'Sultry Night' Heuchera
- Summerific® 'Garnet Globes' Hibiscus
- 'Catwalk Queen' Nepeta
- 'Lemon Purrfection' Nepeta
- 'Treasure Trove' Rudbeckia
- 'Prairie Princess' Vernonia
- 'Dragon Slayer' Yucca
- Berry Scape™ Aronia arbutifolia
- Kodiak Jet Black™ Diervilla
- Incrediball Storm Proof™ Hydrangea arborescens
- Fairytrail Fresco™ Cascade Hydrangea®
- Reminiscent® Yellow Rosa
- Powerball™ Hydrangea paniculata
- Gatsby Glow Ball™ Hydrangea quercifolia
- Bloomerang Showmound™ Syringa x pubescens



[VIEW THE FULL GARDENER'S IDEA BOOK LIST](#)



[LEARN MORE ABOUT THE 2026 TOP PICKS](#)



## 2025 TRIAL STANDOUTS



## Top Programs

- Deer Proof™ Shrubs
- NewGen® Boxwood
- Hollywood Hibiscus®
- Art & Sol® Mangave
- EZ Scape™

# Top 10 Annuals Sold in Indiana

\*Based on Online Sales



1 Supertunia Vista®  
Bubblegum® Petunia



2 Supertunia® Royal  
Velvet® Petunia



3 Diamond Frost®  
Euphorbia



4 Supertunia Vista®  
Jazzberry® Petunia



5 Superbells® Lemon Slice®  
Calibrachoa



6 Supertunia® Bordeaux™  
Petunia



7 Superbells® Yellow  
Calibrachoa



8 Supertunia Vista® Fuchsia  
Petunia



9 Superbells® Grape  
Punch™ Calibrachoa



10 Supertunia Vista®  
Silverberry Petunia

# Top 10 Perennials Sold in Indiana



1 Summerific® 'Valentine's  
Crush' Hibiscus



2 'Cat's Pajamas'  
Nepeta



3 Summerific®  
'All Eyes on Me' Hibiscus



4 'Cloudburst'  
Phlox



5 Summerific® 'Berry  
Awesome' Hibiscus



6 ‘Denim ‘n Lace’  
Perovskia



7 Summerific® 'Cookies  
and Cream' Hibiscus



8 Summerific®  
'Edge of Night' Hibiscus



9 Prairie Winds®  
'Cheyenne Sky' Panicum



10 Sweet Romance®  
Lavandula

# Top 10 Shrubs Sold in the Great Lakes Region



1  
**Pugster Blue®**  
*Buddleia*



2  
**Incrediball®**  
*Hydrangea*



3  
**Let's Dance Sky View®**  
*Hydrangea*



4  
**Fire Light®**  
*Hydrangea*



5  
**Quick Fire Fab®**  
*Hydrangea*



6  
**Little Lime Punch™**  
*Hydrangea*



7  
**At Last®**  
*Rosa*



8  
**Double Play Doozie®**  
*Spiraea*



9  
**Bloomerang® Dark Purple**  
*Syringa*



10  
**Spilled Wine®**  
*Weigela*

**PW**  
**PROVEN**  
**WINNERS®**

**COLOR CHOICE**  
FLOWERING SHRUBS

# Social Media



1.5M

Followers on Facebook  
& Instagram

Through a geo-targeted Mother's Day campaign this spring, we encouraged consumers to shop at their local IGC. We also ran a spring campaign for garden centers carrying Proven Winners Premium Bulbs. Linking to our Find a Retailer page, consumers were able to locate Proven Winners plants in their area.

**Collectively, these campaigns resulted in more than 1.1 million impressions, with 22% of viewers visiting the website to learn more.**



In 2026, we will be expanding these campaigns to encourage consumers to shop locally. Refer to the calendar on page 10 to learn more.

**Treat Yourself This Weekend!**

SHOP LOCAL



## Content Creators for Your Region

The Proven Winners Content Creators Program leverages social media garden influencers to drive awareness and sales for your garden center. We partner with carefully selected creators across the US and Canada who align with our values, empowering them to develop authentic content that showcases Proven Winners products while inspiring audiences to connect with gardening. This approach helps us reach new customers under the age of 55, who are increasing their reliance on content creators through engaging, educational content that speaks to diverse growing conditions and regional challenges.

Our creators appeal to followers from budding plant-lovers to experienced gardeners, with regional expertise spanning from the rainy Northwest Pacific to the heat of Texas to the clay soils of the Mid-Atlantic.

By building brand awareness and improving plant knowledge among consumers through trusted regional influencers, we're helping drive demand for Proven Winners products that ultimately brings informed, engaged customers to your garden center.



Erin Schanen  
@TheImpatientGardener



Bethany Bey  
@ChicagoGardener



Heather Blackmore  
@heatherhereshegrows



Samantha Hermann  
@Houseplusplant

# Online 9.5M

Visitors

More than 226,130 unique visitors were from Indiana. Some of the most popular pages visited included Plant Search, Container Recipes and Find a Retailer.



**Grow. smiles all season**

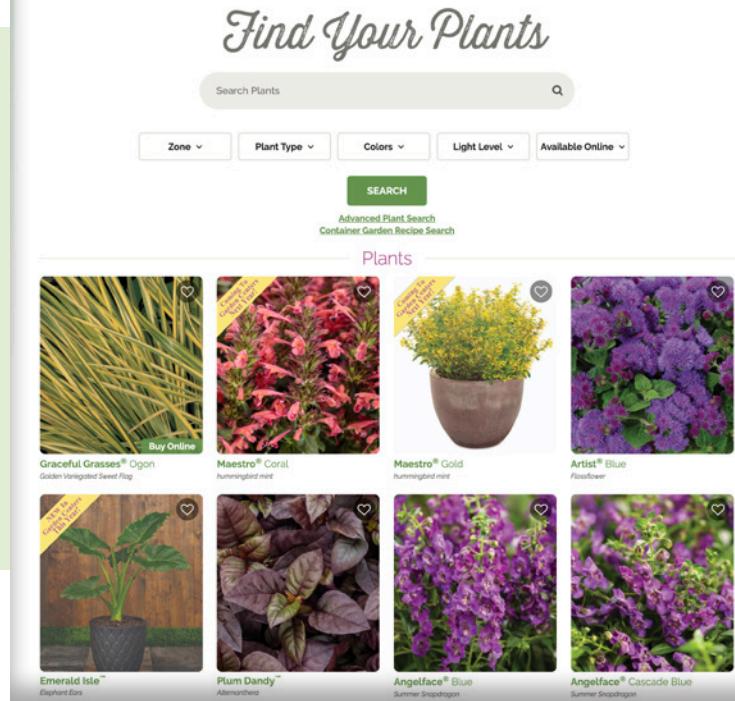
**PROVEN WINNERS**  
The Brand Gardeners Trust

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## Billboards

Our billboard campaign aims to increase brand recognition and is strategically placed near garden centers carrying Proven Winners plants. A Nielsen study showed that 75% of travelers could recall a billboard from the past month.

In 2026, we will be featuring the National Plants of the Year and increasing the number of weather-triggered boards, while retaining boards in key markets.



Find Your Plants

Search Plants

Zone  Plant Type  Colors  Light Level  Available Online

SEARCH

Advanced Plant Search   
Container Garden Recipe Search

Plants

Graceful Grasses® Ogon  Maestro® Coral  Maestro® Gold  Artist® Blue   
Emerald Isle™  Plum Dandy™  Angelface® Blue  Angelface® Cascade Blue

Golden Variegated Sweet Flag  
hummingbird mint  
Summer Snapdragon  
Summer Snapdragon

## Audio & Video Ads

5.8M

Impressions

Through our partnership with iHeartMedia, we ran a location-based audio and video campaign. Starting in the southern U.S. and moving northwards to align with the spring season, our video ads saw a completion rate of over 98% reaching a highly-targeted audience of gardeners.



**TODAY'S FORECAST CALLS FOR**  
**Plant Shopping**

**PROVEN WINNERS**  
The Brand Gardeners Trust

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# Connect+® Marketing

The Connect+® marketing program helps independent garden centers simplify marketing. With the Promobox tool now available to all tiers, Connect+ can help garden centers increase impressions and engagements while reducing the time needed to create social media campaigns—allowing you to spend more time in the garden center with your customers.

New for 2026, all garden centers that complete Certified training will have the opportunity for their inventory to be shared on our website.

**CONNECT+**  
Exclusive Marketing Solutions for IGCs



LEARN MORE



Sample Account August 10th, 2025

Today, we celebrate the beauty of nature and the importance of protecting our planet. Planting flowers, trees, and pollinator-friendly plants is a great way to give back to the Earth while making your garden thrive. Stop by and find the perfect plants to grow a greener, more beautiful world!

Perennials are a fantastic choice for any garden, one for your space is key! Be sure to consider your soil conditions when selecting.

When to plant? The best time is during mid to the last frost or in fall... See more

Plants > Plants > Summerific® 'Berry Awesome' - Rose Mallow - Hibiscus hybrid

**Summerific® 'Berry Awesome'**  
Hibiscus hybrid

★★★★★ (16)

Exposure: Part Sun to Sun | Flower Season: Spring, Summer | Mature Size: Height: 3'6" - 4' | Spread: 4'6" - 5'

To encourage better branching and increased bloom production, our plants are periodically trimmed prior to shipping.

In-stock plants typically ship within 2 to 7 business days. Once your order has been shipped, you will receive an email with tracking information.

Showing availability for: Zeeland, MI 49464

Select a size: Quart \$20.99 | One Gallon \$34.99 | Two Gallon Unavailable

## Local Availability

### Garden Crossings LLC

marked in stock Aug 25, 2025

Proven Winners® Signature Garden  
4902 96th Ave  
Zeeland, MI 49464

# The Gardener's Idea Book

Part of Connect+? Order by January 9, 2026 to have the Gardener's Idea Book personalized with your garden center's logo!



## THE GARDENER'S IDEA BOOK



Black Forest  
Nursery  
203 King Street,  
Boscawen, NH 03030



Black Forest Nursery  
203 King Street,  
Boscawen, NH 03030

COME CELEBRATE OUR NEW EXPANSION!

Find Proven Winners locally or buy online at [www.provenwinners.com](http://www.provenwinners.com)  
Proven Winners® Gardening Hotline: 815-655-8130  
Question? Feedback? We're listening. [provenwinners.com/feedback](http://provenwinners.com/feedback)



1234567890123  
Suggested Retail Price: \$20.00  
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**316,724**

copies distributed nationally

**5,508**

distributed in Indiana

\*does not include IGC orders



ORDER NOW

# Plan Ahead for 2026

## MARKETING CALENDAR

Refer to the calendar below for early details on our 2026 marketing plans. Geo-targeted ads will reach consumers in specific cities near IGCs carrying the advertised product while email and SMS will reach a broader audience. *Exact dates are subject to change*

MONTH	TOPIC	PLATFORM
February–May	2026 Out-Of-Home Advertising	Billboards
February–May	Video Advertising	Streaming TV and Youtube
March–May	2026 New Varieties	Social Media, emails, SMS
March 20–30	Prep for spring - Find your local garden center	Social Media Geo-targeted Ads
April 1–30	National Plants of the Year	Social Media, emails, SMS
April 15–30	Summer Bulbs	Social Media Geo-targeted Ads
May 3–10	Shop local for Mother’s Day	Social Media Geo-targeted Ads, SMS
June 22–28	National Pollinator Week	Social Media Geo-targeted Ads
August 2–8	Summerific Week	Social Media, emails, SMS
August–September	Fall-planted bulbs	Social Media Geo-targeted Ads
August 20–30	leafjoy® Houseplants	Social Media Geo-targeted Ads

## PURCHASING CALENDAR

Refer to the calendar below for ordering times for key products.

