

# GROW YOUR BUSINESS

INCREASE SALES WITH SHOPPER ACTIVATIONS

CASE STUDIES 2021 AND 2022



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# WE ARE THE FLOWER COUNCIL OF HOLLAND



## PROUD PROMOTER OF FLOWERS AND PLANTS IN EUROPE

Every day we at the Flower Council of Holland work to keep flowers and plants top of consumers' minds, ensuring that consumers become and remain inspired to purchase flowers and plants. Turning consumer enthusiasm into loyalty is one of our key challenges.

Every day we gain knowledge about the consumer, their preferences, and buying behaviour. We share that knowledge and insight with growers and traders, so that they too can make decisions that better appeal to consumers. We also use this knowledge to help make our campaigns and marketing activities more effective.

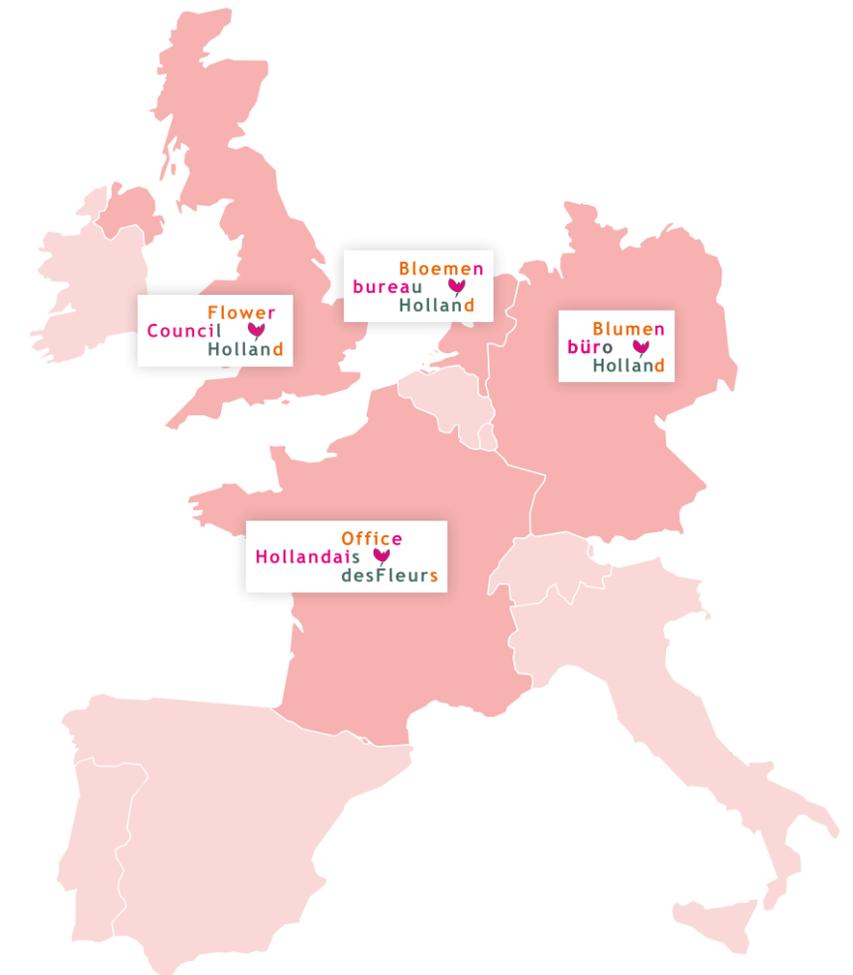
### INFORMING, INSPIRING AND ACTIVATING

Our core countries are Germany, France, the Netherlands, and the United Kingdom. We also operate in a growing number of European countries where we see opportunities to turn casual consumers into returning shoppers.

We do that with mass-media public campaigns, PR stunts, smart shopper activations, and inspirational content – delivered both through our social media channels and via our own websites: [funnyhowflowersdothat.co.uk](http://funnyhowflowersdothat.co.uk) and [thejoyofplants.co.uk](http://thejoyofplants.co.uk). We thereby work with the sector to get people talking about flowers and plants, and to inspire consumers to bring them into their home or give them as a gift.

### CONNECTING ROLE

As the consumer expert, the Flower Council of Holland also works to inform the general public about the added value offered by the floriculture sector: about its economic strength, its innovation and desire for increased sustainability, and the valuable knowledge accrued throughout the supply chain. The Flower Council plays an important connecting role in this, both within the sector, and between the sector and the consumer.



### A CLOSE-KNIT, MOTIVATED AND INTERNATIONAL TEAM

The Flower Council of Holland is an independent foundation that is funded by members and customers of Royal FloraHolland – consisting of growers and traders, both from The Netherlands and abroad.

Our team works from Aalsmeer, and consists of creative communication and marketing specialists, supporting professionals, and country managers who represent us overseas: one in London, one in Paris, and one in Essen.

# 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. We can also arrange shopper activations outside our core countries (Germany, France, the Netherlands and the United Kingdom), as we've recently done in Spain, Sweden, Norway and Italy.



## 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: 'Gift with purchase when you buy flowers/plants...', 'Have the chance to win ...' or 'Product of the week/month/season'. By making this offer time-limited we also encourage consumers to act quickly.

BE INSPIRED BY OUR CASE STUDIES FROM 2021 AND 2022!





# CASE STUDIES 2021 AND 2022

*“Orchidee Nederland and the Flower Council of Holland are experts at consumer-oriented creation and communication. We know the retail space and know what our direct customers want. Together we deliver effective ideas and results.”*

**– Barry Wubben, The Floral Connection**



## CASE STUDY 1

# RELAX AT HOME WITH ORCHID & BROMELIAD

## REWE SUPERMARKETS, GERMANY

This shopper activation was part of the international 'Thanks Plants' consumers campaign in which we thank plants for everything they do for us. They help us to relax, they bring us closer to nature, and they make our house a home. In this campaign we put both the bromeliad and orchid in the spotlight on the shop floors in Germany.

# MEANS OF COMMUNICATION

## TO STORE

- Rewe leaflet, social media campaign and Pflanzenfreude.de



## IN STORE

- Cart dressing and printed plant sleeves.



## CASE STUDY 1

# THANKS PLANTS – REWE

## RELAX AT HOME WITH ORCHID & BROMELIAD

*Danke PFLANZEN*

Stores	3000 REWE supermarkets in Germany.
Promotion period	4 July to 1 August and 11 to 17 October 2021.
Promotional offer	Buy an orchid or bromeliad and receive a free scent card (summer promotion) or plant conditioner (winter promotion).
Aim	Improved display on shop floor and apply cross-selling of two products in order to reduce the waste of orchids and bromeliads by 10%.
Results & highlights	<ul style="list-style-type: none"> <li>▪ Retargeting campaign for Danke Pflanzen audience scored above expectation.</li> <li>▪ Good way of cross-selling and getting a new product (bromeliad) onto the shelf.</li> <li>▪ Sales targets achieved.</li> </ul>
Key learnings	Although the in-store marketing improved significantly, we saw a large proportion of the stores were not making optimum use of the display possibilities.



The Flower Council of Holland in collaboration with





## CASE STUDY 2

# FROM GREY TO GROENRIJK

## GROENRIJK GARDEN CENTRES, THE NETHERLANDS

With the international From Grey to Green campaign we are encouraging consumers to make their living environment, however small, greener. GroenRijk linked up with this campaign by offering a free watering can to their customers who spent €20 on garden plants. We thus encouraged consumers to increase their spend on outdoor plants in September. This also helped people extend their Summer and to enjoy their garden, balcony or patio for longer.

## MEANS OF COMMUNICATION

### TO STORE

- GroenRijk leaflet, online banners, radio commercial, social media for GroenRijk and Mooiwatplantendoen.nl



### IN STORE

- Banners, posters and shelf edge labels.



## CASE STUDY 2

# FROM GREY TO GREEN – GROENRIJK

LET YOUR PLANT START SOMETHING BEAUTIFUL

Stores	23 GroenRijk garden centres in the Netherlands.
Promotion period	1 to 21 September 2021.
Promotional offer	Free watering can (worth €4.99) with the spend €20 on outdoor plants.
Aim	Encourage existing customers to spend 5% more compared to the same period in 2019 (2020 was an exceptionally good year).
Results & highlights	<ul style="list-style-type: none"> <li>▪ 34% higher sales compared to same period in 2019.</li> <li>▪ Execution implemented very well on the shop floor.</li> <li>▪ GroenRijk franchisees very satisfied with this promotion.</li> </ul>
Key learnings	Campaign image included (multiple) hydrangeas (growers' group that did not contribute financially), so it is important to consider this in the photography.

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Garden plants growers  
Royal FloraHolland





### CASE STUDY 3

# AUTUMN IN A VASE

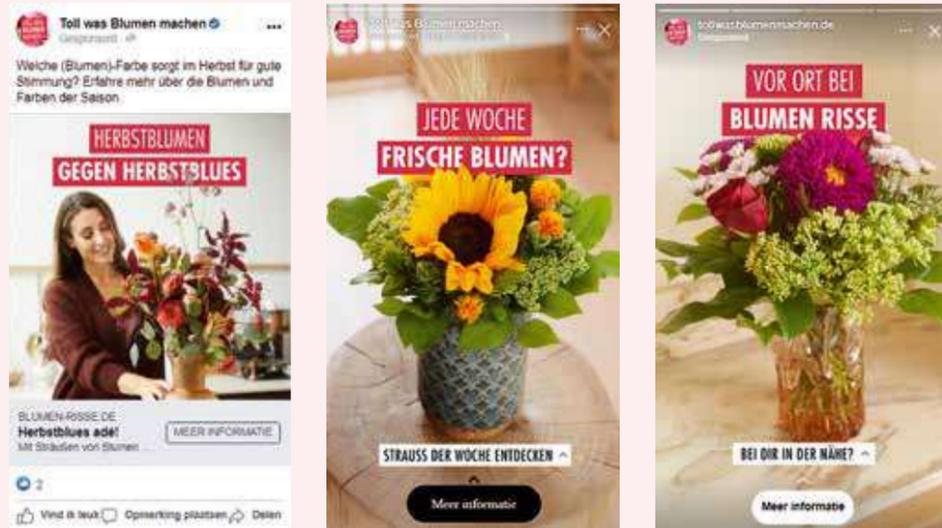
## BLUMEN RISSE FLORISTS, GERMANY

In October 2021 Blumen Risse created Autumn bouquets under the theme of 'Holen Sie sich den Herbst in die Vase' (Autumn in a vase) including special Autumn flowers like carthamus, waxflower and amaranthus, and flowers in appropriately autumnal shades. The promotion linked up with the 'Autumn calls for flowers' content campaign.

## MEANS OF COMMUNICATION

### TO STORE

- Article and social media posts from Tollwasblumenmachen.de, social media and influencers from Blumen Risse with direct link to the Autumn bouquets page on Blumen-risse.de



### IN STORE

- Promotional page online. POS pack for the stores: poster, small display next to bouquets and ceiling hangers.



### CASE STUDY 3

## AUTUMN CALLS FOR FLOWERS – BLUMEN RISSE

### PUT AUTUMN IN A VASE

Stores	Blumen-risse.de online and 135 Blumen Risse florists in Germany.
Promotion period	30 September to 28 October 2021.
Promotional offer	Temporary offer of Autumn bouquets and a bouquet of the week, every week.
Aim	Present a wide range of Autumn flowers in the month of October to achieve a sales uplift of 30% on the bouquet of the week (4x) compared to October 2020.
Results & highlights	<ul style="list-style-type: none"> <li>Bouquet of the week: 18,200 bouquets sold (8,500 in October 2020).</li> <li>More Kniphofia, Crocosmia and Liatris sold in 4 weeks than in the whole of 2020.</li> <li>21% more online traffic to the Blumen-risse.de website as a result of our marketing.</li> <li>Florists were satisfied with the new, varied range of Autumn flowers.</li> </ul>
Key learnings	Florists indicated that there is also an older, more traditional customer group who were not so enthusiastic about the new range of Autumn flowers.

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#### CASE STUDY 4

# TOP 10 HOUSEPLANTS

## ALBERT HEIJN SUPERMARKETS, THE NETHERLANDS

This shopper activation formed part of the international 'Thanks Plants' consumer campaign in which we thank plants for everything they do for us. They help us to relax, they bring us closer to nature, and they make our house a home. With a limited time offer, Albert Heijn enticed customers with their 'Top 10 Houseplants'. Alongside the ten most popular plants, the offer also included pots, potting soil, hydro beads and plant food.

## MEANS OF COMMUNICATION

### TO STORE

- Allerhande magazine (insert), AH Bonus leaflet and Mooiwatplantendoen.nl social media.



### IN STORE

- Cart strips and posters on and around the display trolley. Stickers with top 10 position on the sleeves. Digital screens.



### CASE STUDY 4

## TOP 10 HOUSEPLANTS, ALBERT HEIJN THANKS PLANTS FOR MAKING MY HOUSE A HOME

*Bedankt*  
**PLANT**

**Stores** Over 700 Albert Heijn supermarkets in the Netherlands.  
**Promotion period** 21 to 28 October 2021.  
**Promotional offer** Limited time offer of Albert Heijn Top 10 houseplants.

**Aim** Increase sales of houseplants by temporarily expanding the houseplant offering.

**Results & highlights**

- 2.2 million inserts in Allerhande magazine.
- Sales target was comfortably achieved.
- The offering of plants really stood out because of the diversity and size of the range and because of the in-store marketing.
- Albert Heijn's enthusiasm about this promotion prompted it to deploy additional marketing: out of home advertising, displays, Bonus leaflet and digital screens.

**Key learnings** Creating a tidy display of ten different plants on different trolleys is a challenge. Insufficient space to place the Top 10 plants in the correct order in the stores.



The Flower Council of Holland in collaboration with





## CASE STUDY 5

# GIVE AMARYLLISES IN DECEMBER

## FLEUROP THE NETHERLANDS

December is both the festive month and the Amaryllis month. For the third year in a row, Fleurop chose the Amaryllis as the star of Christmas – a popular flower that brings an opulent festive mood to any interior. That is why this edition offered consumers the chance of winning 1 of 10 styling consultations and interior cheques worth €449, helping them to enhance their interior even more.

## MEANS OF COMMUNICATION

### TO THE WEBSHOP AND STORE

- Fleurop and funnyhowflowersdothat.co.uk social media.
- Fleurop website and newsletter.
- Influencers.



### IN THE WEBSHOP AND STORE

- Landing page.
- Poster, countertop display and voucher for the competition.



## CASE STUDY 5

# GIVE AMARYLLISES IN DECEMBER- FLEUROP

## A FESTIVE MOOD IN EVERY INTERIOR

### Stores

Fleurop.nl and 505 Fleurop florists in the Netherlands.

### Promotion period

1 to 24 December 2021.

### Promotional offer

Buy one of the Amaryllis promotion bouquets and you could win 1 of 10 styling consultation packages worth 449 euros!

### Aim

- Sell at least 10,000 bouquets through fleurop.nl
- 6000 entries in the competition (there were 5000 in 2020).

### Results & highlights

- 11,000 bouquets sold online.
- 6000 entries in the competition.

### Key learnings

The reach of the online campaign was less because there is more media buying in December.



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## CASE STUDY 6

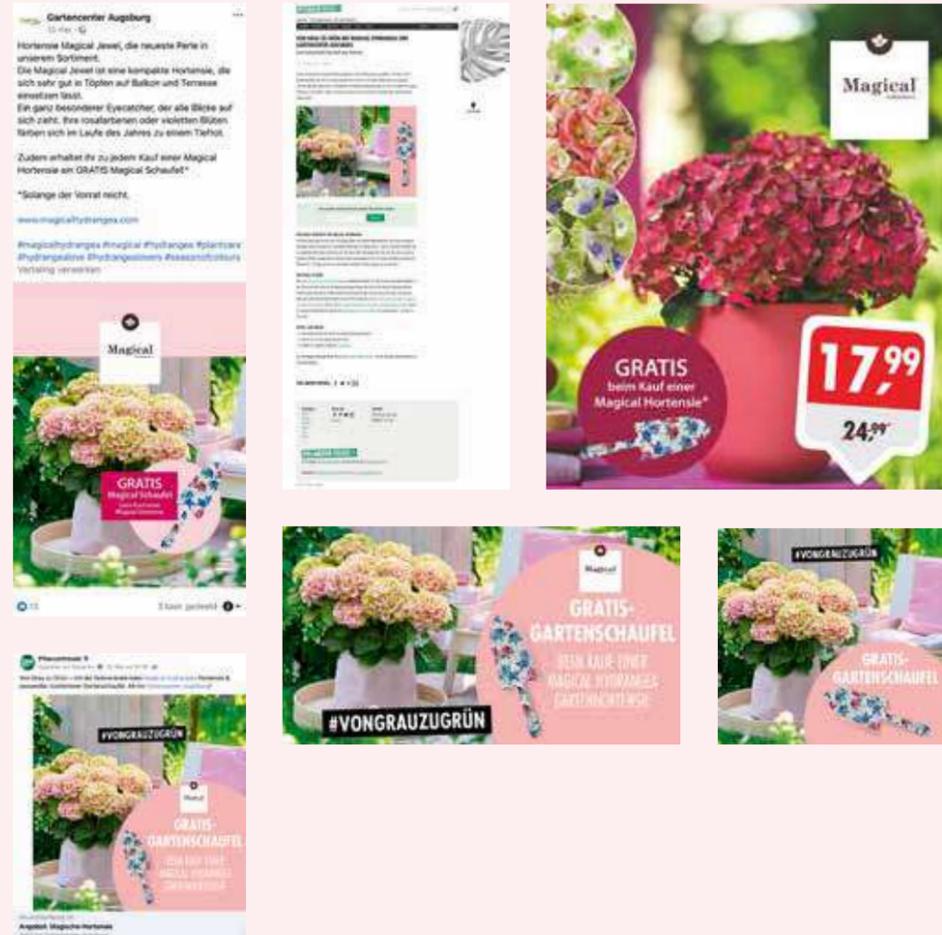
# FROM GREY TO GREEN WITH MAGICAL AUGSBURG GERMANY

Colour in your garden! This shopper activation by Magical and Augsburg tied in perfectly with the From Grey to Green international marketing campaign. Anyone that added more colour into their garden by buying a beautiful Magical garden hydrangea from Augsburg received a free Magical trowel.

# MEANS OF COMMUNICATION

## TO THE WEBSHOP AND STORE

- Augsburg flyer.
- Pflanzenfreude.de, Augsburg and Magical social media and website.
- Pflanzenfreude.de and Augsburg newsletter.



## IN THE WEBSHOP AND STORE

- New POS material for the Magical Hydrangea tables.
- Posters.



## CASE STUDY 6

# FROM GREY TO GREEN WITH MAGICAL – AUGSBURG

BRING COLOUR TO YOUR GARDEN WITH A HYDRANGEA

Stores	7 Augsburg garden centres.
Promotion period	23–29 May 2022.
Promotional offer	Free Magical trowel with purchase of a Magical garden hydrangea.
Aim	50% sales increase compared to 2021.
Results & highlights	<ul style="list-style-type: none"> <li>▪ High click-through percentage on social media, the offer appealed to the target group.</li> <li>▪ Sales goal achieved.</li> </ul>
Key learnings	<p>The free trowel was kept behind the till and was not visible for the shopper.</p> <p>It's better to display it right next to the product so that it activates even more.</p>



The Flower Council of Holland in collaboration with





## CASE STUDY 7

# TURN YOUR HOME INTO A TROPICAL PARADISE

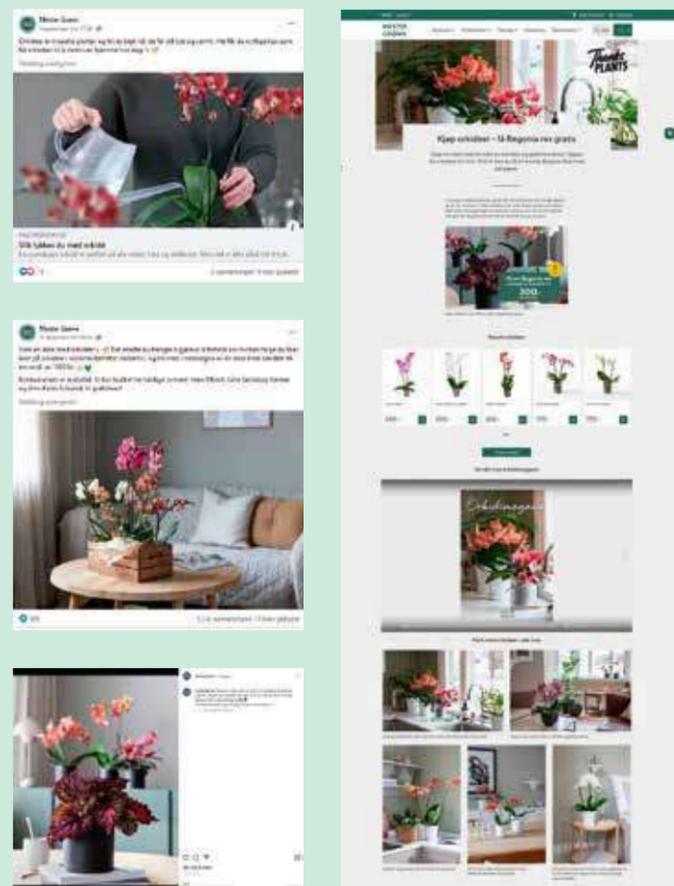
## MESTER GRØNN

This excellent case study serves as a thank you letter to plants for turning our homes into tropical paradises. As an extension of the Thanks Plants campaign, Norwegian consumers were given a free gift of a Begonia Rex when they spent at 300+ Norwegian kroner on tropical orchids at florist chain Mester Grønn.

## MEANS OF COMMUNICATION

### TO THE WEBSHOP AND STORE

- Social media campaign.
- Newsletter.
- Landing page on website.



### IN THE WEBSHOP AND STORE

- Posters and shelf cards.
- Magazines.



## CASE STUDY 7

# TURN YOUR HOME INTO A TROPICAL PARADISE – MESTER GRØNN

## A TROPICAL STARRING ROLE FOR THE ORCHID

Stores	132.
Promotion period	29 August to 11 September 2022.
Promotional offer	Receive a free Begonia Rex when buying one or more orchids to the value of 300 kroner.
Aim	10% sales increase.
Results & highlights	<ul style="list-style-type: none"> <li>▪ Reach on social media: 7.5 million views.</li> <li>▪ Goal almost reached (9.85% sales increase).</li> <li>▪ Rating of 7.7.</li> </ul>
Key learnings	Message via POS was sometimes perceived as complicated.



The Flower Council of Holland in collaboration with





## CASE STUDY 8

# URBAN JUNGLE PLANT MARKET

## JUMBO SUPERMARKETS THE NETHERLANDS

For the third year in a row, we joined forces with Jumbo supermarkets and Royal Lemkes for the Urban Jungle Plant Market. More and more Jumbo stores are participating year on year, while also recognising that a free incentive makes consumers more inclined to purchase a plant. This year both green plants and orchids were in the spotlight, and we again forged a link with the Thanks Plants campaign.

## MEANS OF COMMUNICATION

### TO STORE

- Jumbo and Thejoyofplants.co.uk social media.



### IN THE WEBSHOP AND STORE

- Digital screens.
- POS material with eye-catching product display.



## CASE STUDY 8

# URBAN JUNGLE PLANT MARKET – JUMBO SUPERMARKETS THE NETHERLANDS

## HELLO HOUSEPLANTS IN PEAK CONDITION

Stores	528.
Promotion period	13 to 19 October; 27 October to 2 November 2022.
Promotional offer	Water indicator or free pot.
Aim	Getting existing customers to spend 5% more compared to same period in 2019 (2020 was an exceptionally good year).
Results & highlights	<ul style="list-style-type: none"> <li>Goal was achieved.</li> <li>An excellent result with just 1% wastage.</li> <li>Digital screens were seen by over 1.5 million people.</li> </ul>
Key learnings	Involve stores more in the use of social media on their own channels.



The Flower Council of Holland in collaboration with





## CASE STUDY 9

# TRADITIONAL SENTIMENT WITH CHRYSANTHEMUMS

## LE JARDIN DES FLEURS FRANCE

The stunning Château de Cheverny was not only the inspiration for a fantastic seasonal bouquet, consumers were also given the chance to win 1 of 100 pairs of tickets to visit the Château when purchasing this bouquet. With this activation, Le Jardin des Fleurs linked up with the Traditional Sentiment Trend Collection. The bouquet consisted mainly of chrysanthemums, one of the flowers from the Trend Collection.

## MEANS OF COMMUNICATION

### TO THE WEBSHOP AND STORE

- Substantial social media campaign by LaJoiedesFleurs.fr
- Influencers.
- Newsletter Le Jardin des Fleurs and LaJoiedesFleurs.fr



### IN THE WEBSHOP AND STORE

- Landing page in the webshop.
- POS at 84 stores located throughout France.



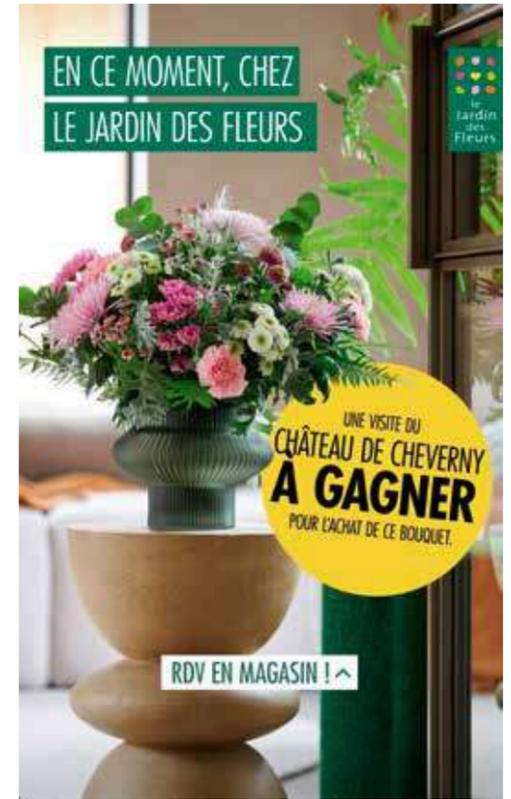
### CASE STUDY 9

## TRADITIONAL SENTIMENT WITH CHRYSANTHEMUMS – LE JARDIN DES FLEURS

### TRADITIONAL SENTIMENT IN A HISTORIC LOCATION

Stores	84.
Promotion period	2 November – 30 November 2022.
Promotional offer	Buy the promotion bouquet for the chance to win 1 of 100 entrance tickets for 2 people for Château de Cheverny.
Aim	To sell 2000 bouquets.
Results & highlights	To be determined.
Key learnings	To be determined.

The Flower Council of Holland in collaboration with





# COLLABORATIONS

*"In 2022 we sold twice as many bouquets as in the preceding year. And there's no doubt in my mind that this was due to excellent cooperation. Developing good shopper activations is a collaborative effort, taking all partners' interests into account."*

**— Ilka Siedenburg of Fleurop Germany**

# 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 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 WELLFOUNDED 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.





# GET IN TOUCH

## WANT TO KNOW MORE?

If you are interested in the possibilities and terms to collaborate in a shopper activation, please contact us. We'd love to talk to you!

THE FLOWER COUNCIL OF HOLLAND  
TELEPHONE: +31 (0)174 72 70 10  
E-MAIL: [INFO@BLOEMENBUREAUHOLLAND.NL](mailto:INFO@BLOEMENBUREAUHOLLAND.NL)

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