

BRANDING
AMERICAN BEAUTIES
NATIVE PLANTS



BRANDING STRATEGIES

- Increase demand for native plants in general
- Leverage environmental trend in gardening
- Change the image of natives from messy wildflowers to beautiful garden plants
- Promote cause relationship with National Wildlife Federation
- Position American Beauties as the brand of choice for garden centers



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RESULTS

- Natives are now on everyone's top 3 list
- American Beauties has growers across the country
- Growing relationship with National Wildlife Federation
- American Beauties the establish national brand for regional natives
- Four network appearances - Today Show and CBS Early Show
- This Old House
- Wall Street Journal



BRANDING AMERICAN BEAUTIES NATIVE PLANTS

TOTAL AD VALUE

2009 -
2012



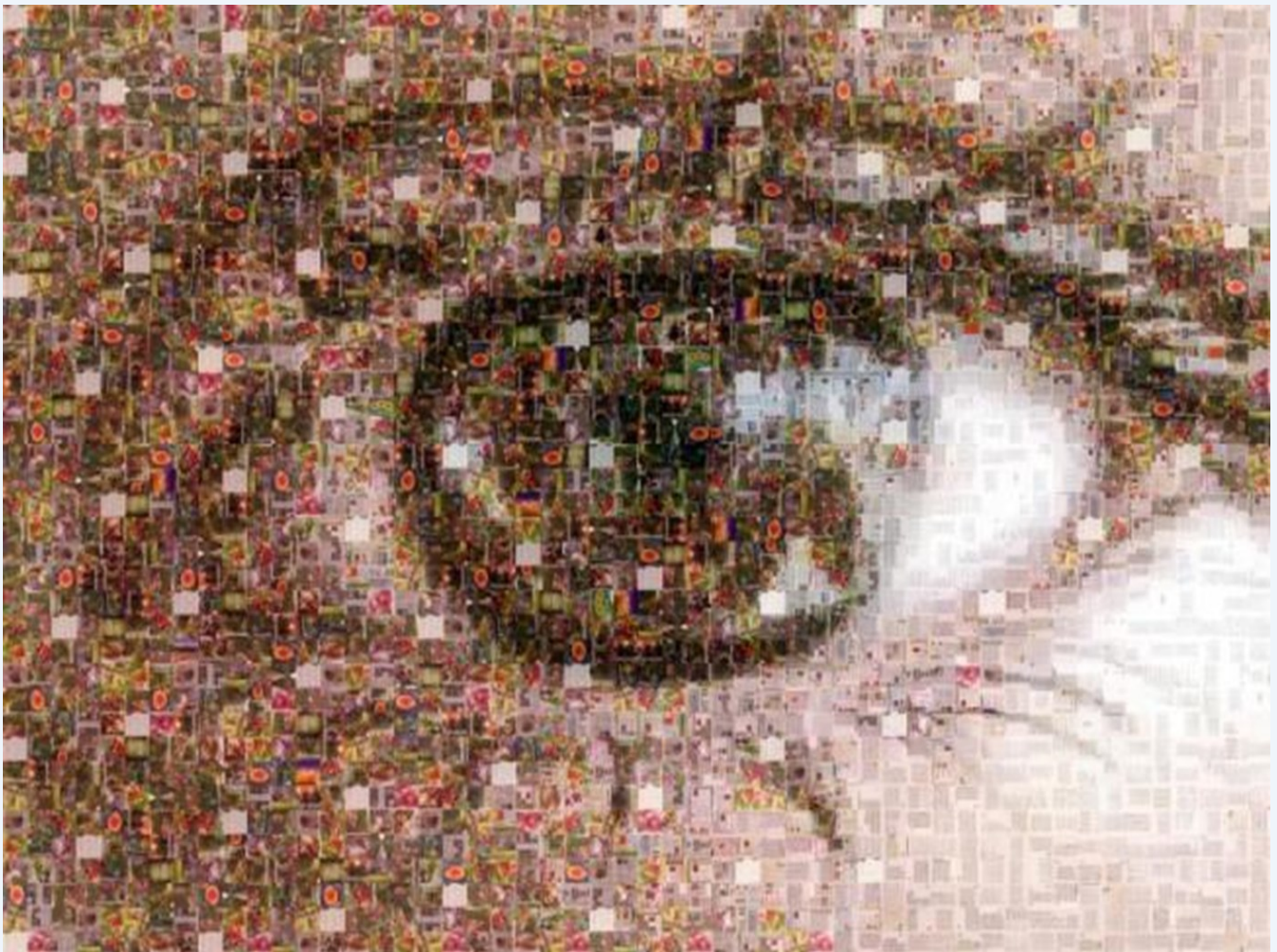
\$3.6 MILLION

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TOTAL IMPRESSIONS

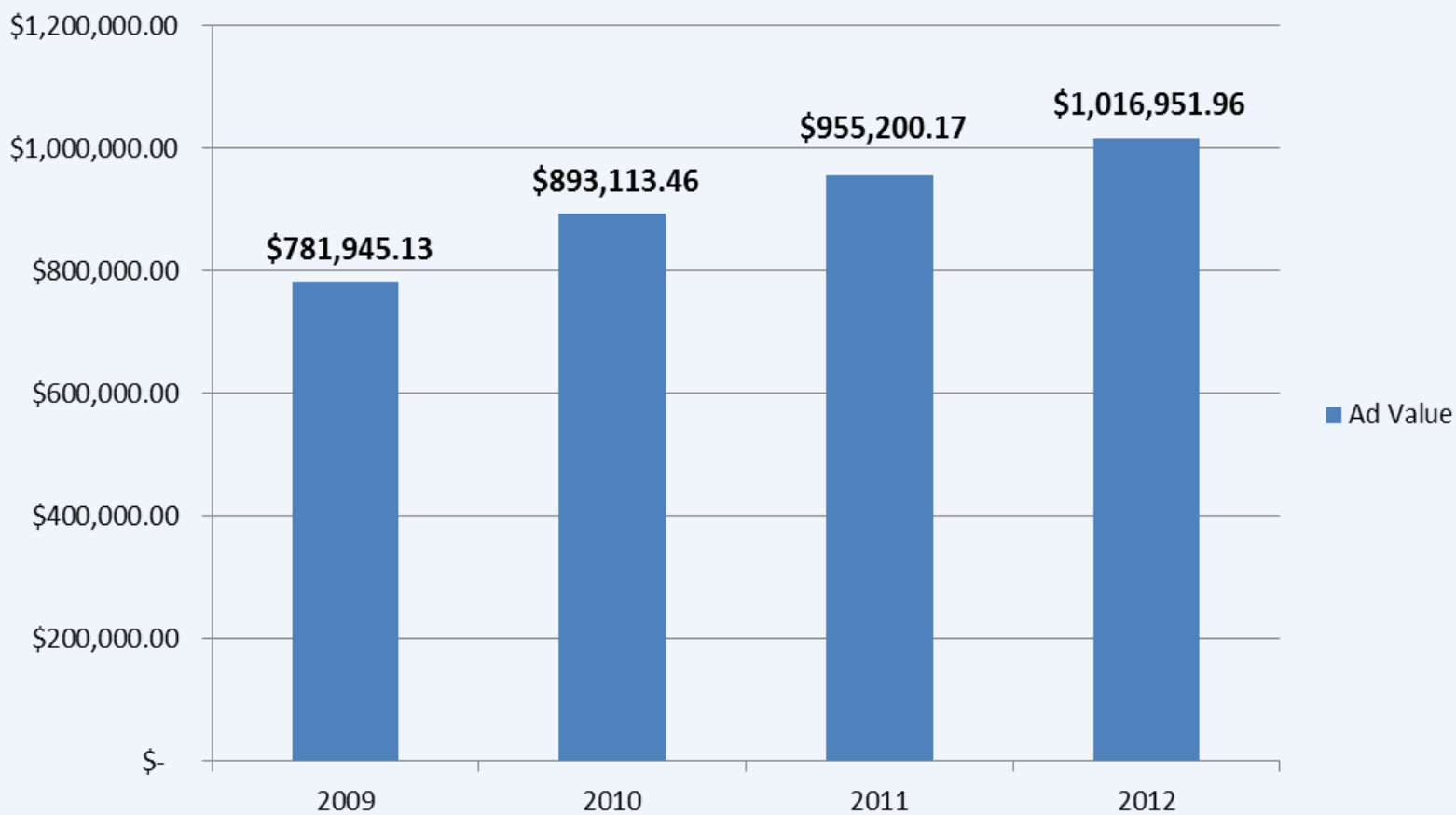
2009 -
2012

433,987,554



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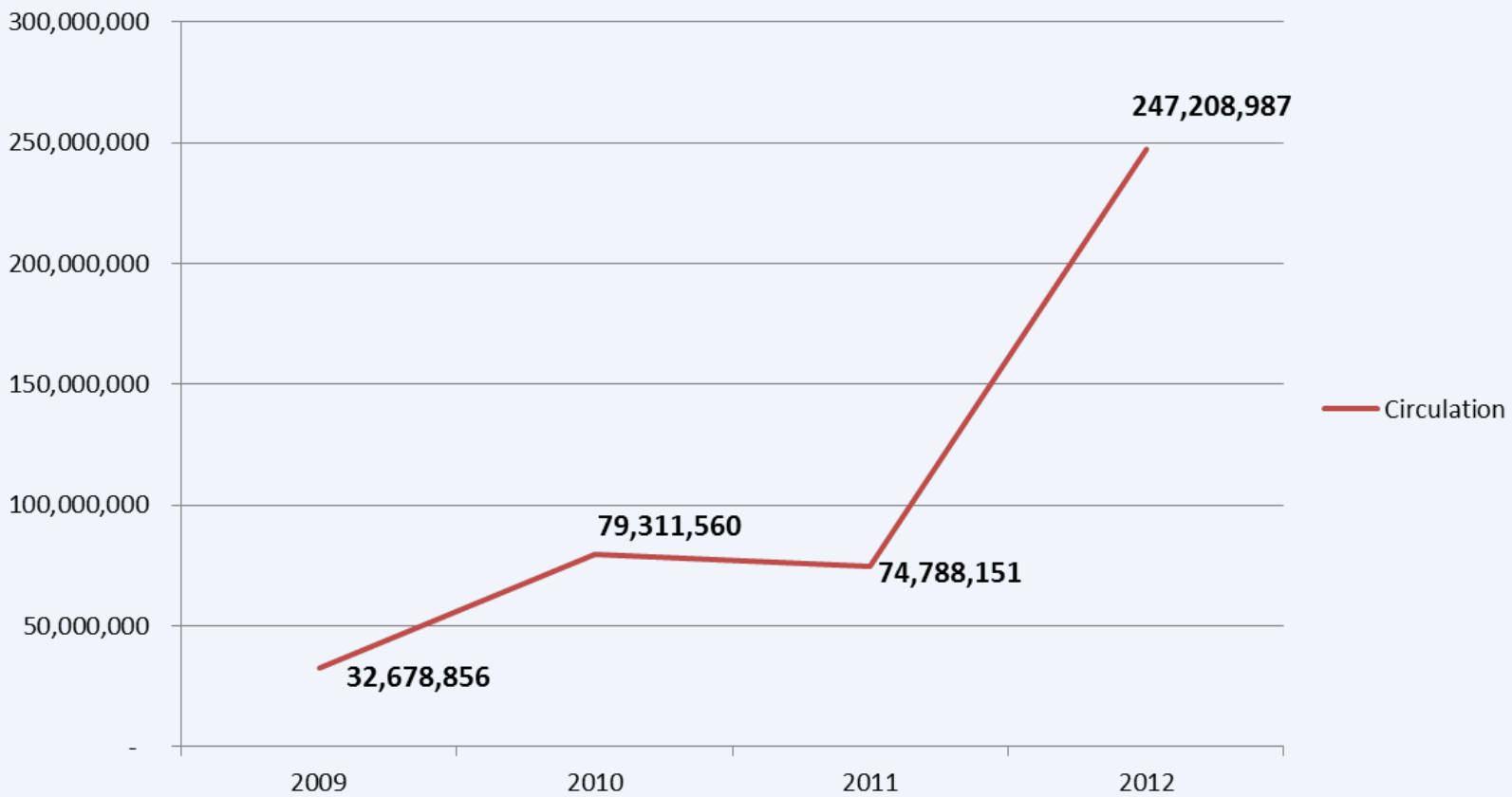
TOTAL AD VALUE



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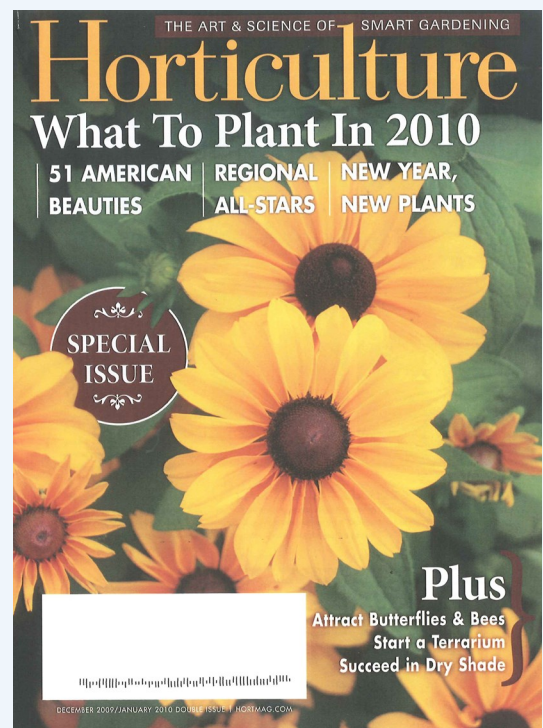
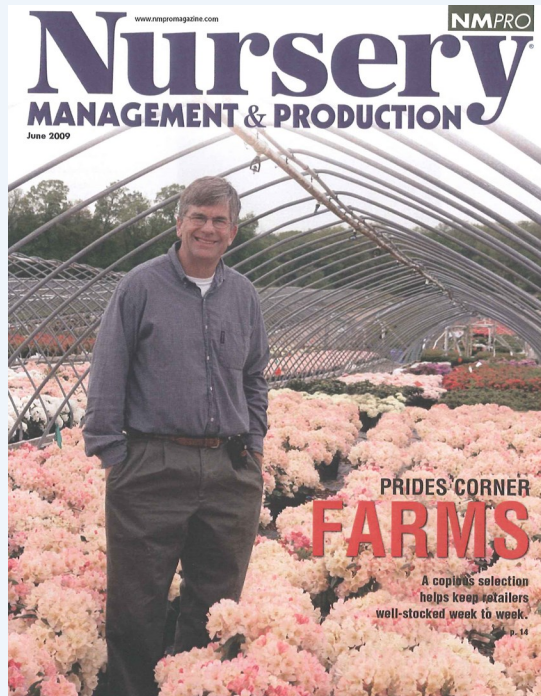
IMPRESSIONS

2009 -
2012



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HIGHLIGHTS OF 2009

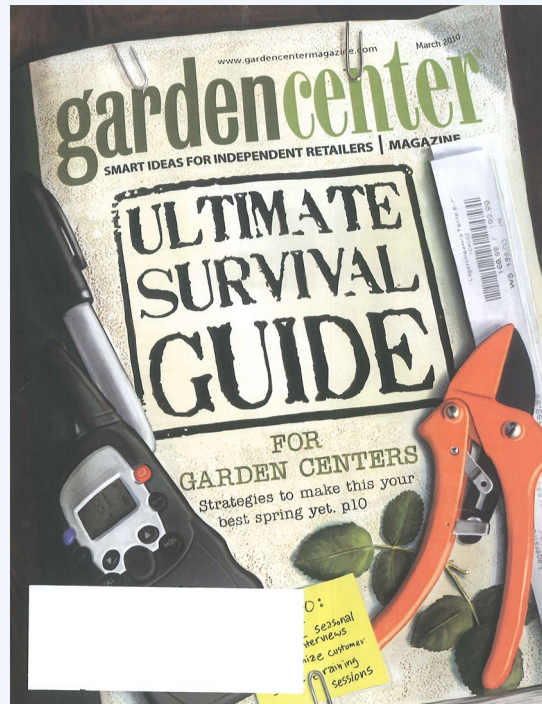


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HIGHLIGHTS OF 2010

CIRCULATION: 79,311,560

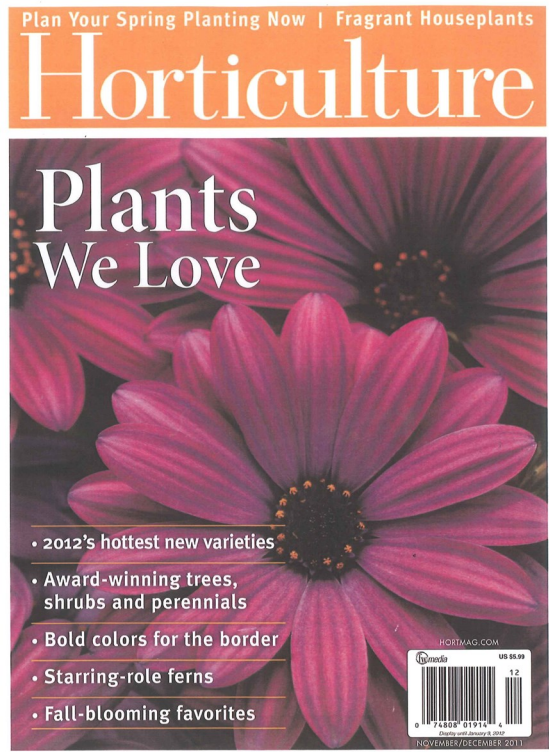
AVE: \$893,113.46



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HIGHLIGHTS OF 2011

CIRCULATION: 74,788,151
 AVE: \$955,200.17



**DIRTY
 NDED**



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CBS-THE EARLY SHOW

the early show

3/25/11 - START YOUR GARDEN EARLY



3/26/11 - L&G TIPS FOR SPRING



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NBC-THE 10! SHOW



Gardening for the Birds, Bees, and Butterflies

Nancy Bell of Gateway Garden shares four secrets on how to maintain a greener garden this summer.

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THIS OLD HOUSE ONLINE



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Home Planning and Ideas Landscaping Garden Planning How to Create a Wildlife-Friendly Habitat

How to Create a Wildlife-Friendly Habitat Garden

By: TABITHA SUKHAL, This Old House online (Page 3 of 3)

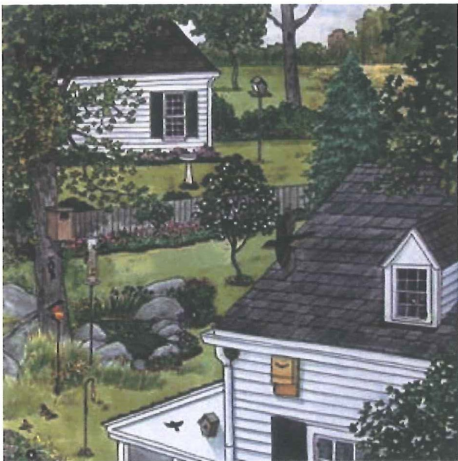


Illustration: Courtesy Audubon Society/ Audubon at Home

Create a wildlife friendly yard with birdhouses, feeders, native plants, water, and a butterfly garden. Don't forget to collision-proof your windows and keep domestic cats indoors to protect native birds.

Browse Landscaping Galleries:

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Build a Butterfly Garden

Butterflies are avid pollinators. To invite some of the 700 North American butterfly species identified by the Audubon Society, consider replacing at least some of your lawn with nectar-rich plants. Make

What You'll Learn

- LAWN REDUC
- BIRDSCAPING
- BUTTERFLY GARDENING

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How-To Video

How to Plant a Tree

This Old House landscape contractor Roger Cook shows the proper way to plant a tree.

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for larval stages, too.

Create several sources. A small patch of wet soil will attract butterflies seeking minerals. "A shallow dish or bowl with rocks or pebbles covered halfway with water will create a butterfly puddling site," advises Luthin.

"During the summer, this requires some vigilance because water evaporates quickly," he adds. "Butterflies will visit the dish to take in these minerals from the water. Uncovered tap water free from any chlorine (distillate) into the air after 24 hours. A garden pond lined with flat rocks is a permanent alternative.

Essentially, birds and butterflies require food, water, nesting, and cover sites. A great way to welcome wildlife to your yard—and save on your water and lawn care bills—is to replace some of your grass with a lawn or butterfly garden featuring native grasses. As a feeding track, you can put your beautiful new habitat garden—and your commitment to wildlife—on display with a Certified Wildlife Habitat yard sign from the National Wildlife Federation.

Photo Credits 1, 2, 3

Photo: Galena Photo for Backyard Birds

Do your homework.

Research plants that will attract butterflies in your region. Get started with our Butterfly Garden gallery. Since some butterflies are world travelers, their favorite plants may be considered invasive to your region. Check the USDA Federal Noxious Weeds List before planting to make sure you are not introducing invasive growers. Consider the native plant suggestions in the American Beauties butterfly garden plan.

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2011 SYNDICATED STORY

CIRCULATION: 58,656,477

AVE: \$778,188.40



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HIGHLIGHTS OF 2012

CIRCULATION: 247,208,987
 AVE: \$1,016,951.96



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THE TODAY SHOW

4/22/12 - MAKE YOUR GARDEN WILDLIFE FRIENDLY



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THE WALL STREET JOURNAL

NEW LAWN IS SHAGGY, CHIC, EASY ON THE MOWER

THE WALL STREET JOURNAL
WEDNESDAY, JULY 26, 2006 VOL. 133, NO. 18

New Lawn Is Shaggy, Chic, Easy on the Mower

Construction firms have been slow to build the new lawn in their backyards. Now they are building a new lawn in their backyards. The new lawn is shaggy, chic, and easy on the mower. It is made of native plants and is a great alternative to the traditional lawn.



After the construction, the new lawn is shaggy, chic, and easy on the mower. It is made of native plants and is a great alternative to the traditional lawn.



Native plants are becoming more popular as homeowners look for ways to reduce water consumption and support local ecosystems. The new lawn is made of native plants and is a great alternative to the traditional lawn.

Five Steps to Your Own Meadow

1. Choose the site for your meadow. It should be a sunny, well-drained area.
2. Remove the grass and any other vegetation from the site.
3. Add soil and fertilizer to the site.
4. Plant native plants and seeds in the site.
5. Water the site regularly and keep it free of weeds.

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HORTICULTURE MAGAZINE

'PLANTS WE LOVE' SPECIAL ISSUE



technique | winter container gardening

BY ANNE WOODY GARDNER

When all the trees have dropped their leaves, and it's dark outside at 8 p.m., it's a sure sign that the splendor of gardening likely has disappeared until spring. Or has it?

Winter container gardening offers you the chance to keep your hands in the soil and have plants you want. The secret to winter container gardening? It's all about the right plants in the right pots in the right spots.

CONTAINERS

To be successful at winter container gardening, the first item you need is the right container, and in winter, the larger the container, the better. Because of their volume, larger containers are better insulators. Choose containers made of insiporous material such as fiberglass, metal or stone; they will withstand winter temperatures much better than plastic or terra-cotta pots.

Make sure your container has proper drainage holes, and put the container up on "feet" such as bricks or stones for the winter. And finally, have some fun with your container colors. Select container colors that will complement the foliage you will be planting.

Left: Try this winter container combination: American Beauties Native Plants (varieties for height and texture), American Beauty (spiky), Calliopsis (shrubbed for a burst of pink berries), and Red-rose (dramatic). (Clematis recommended for container gardening.)

Right: Don't forget (the winter 'Three of Gold')! (Zinnia '3-11' adds to show under a covering of snow.)

LOCATION

Place containers in a sunny, wind-free spot on your property. The north-facing side of your home, garage, shed or barn is ideal to help shield your seasonal garden. In areas where frost is common, this location protects the containers from temperature variations that produce freeze-and-thaw cycles. And, of course, whenever possible, place your winter garden in an area where it can be appreciated such as along walkways and entrances and near windows.

If temperatures are likely to remain extremely low for a long period of time, you will need to relocate your plants. Move them indoors or, if they must stay outside, insulate them with bubble wrap, a blanket or newspaper. Group large and small containers together to create added protection from the elements.

SOIL

Soil care is vital to the health of your plants no matter the season. Use a peatling soil that has good drainage,

adding a compost and loam blend to the soil helps create additional heat, provides beneficial microorganisms, and helps conserve water. Keep in mind that soil absorbs most of its heat at night, so consider a top-dressing of mulch to help retain heat, too.

Soil retains more heat when it's moist, so keep your plants well watered to protect the roots. As in other seasons, water your plants in the morning to give them time to absorb the water during the warmth of the day; however, avoid watering if the temperature is below freezing.

PLANTS

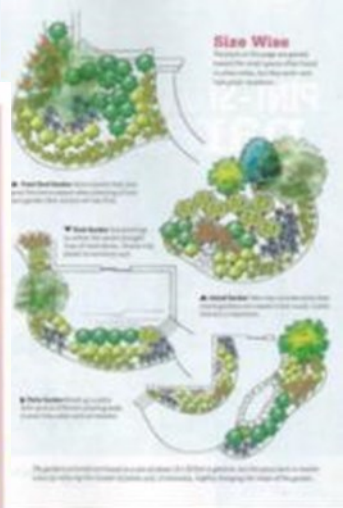
The last and most exciting component of winter container gardening is selecting the varieties and colors of plants. Create an interesting palette with a mixture of low-growing cut-flows, broadleaf evergreens, grasses and interesting foliage plants, being sure to select plants that are hardy at least two zones colder than your USDA Zone. It helps to double-acclimate your plants to the cold, taking



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SMALL GARDENS

A 6 PAGE SPREAD IN SMALL GARDENS MAGAZINE (SPRING 2012) FEATURED ALL FOUR AMERICAN BEAUTIES GARDEN PLANS WITH BRAND SPECIFIC PLANTS, PHOTOS AND LAYOUTS.



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WEB HITS

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Bring on the birds!

By Heather Tennant | July 2012

Native plants give you even more chances to see your favorite wildlife.

Our gardens, patios, decks, and even window-wells are always great platforms for birdy gazing. We stock up on feeders and dewys, hoping to attract as to wildlife for our viewing pleasure. While many plants offer great colors, tan these creatures, did you know that native plants can boost our sighting-chances?

"When people choose native plants, one of the most important things that I'm seeing is bird diversity and a habitat for native insects, which in turn provide food for other wildlife," says Steve Carter, president of South Creek Nurseries and co-founder of American Beauties Native Plants.

Native plants create an ecological food cycle that not only draws wildlife to a habitat where they can establish themselves and thrive, giving you much to look forward to, butterflies, glowing bugs, and other animals.

American Beauties has teamed up with the National Wildlife Federation to make it easy for you to identify and choose what types of native plants you like in your landscape. There are even four distinct guides for bird gardens, dry shade gardens, and moist sun gardens - so you can choose your design based on inspiration, visit www.abnativaplants.com. There's even a link to find a list of these native plants!

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Garden Media Group Reveals Top Garden Trends for 2012 Cultivate the New Good Life with the Power of Plants Part II

PRWeb PRWeb - 18 hrs ago

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DESTINATION 2012 Garden Media Group explains what's trending now [Conscious Consumption](#); [Occupy Local](#), Bold Color and Techno-Gardening

Philadelphia, PA (PRWEB) March 20, 2012

Garden Media Group, the leading public relations agency and trend spotters for green living, unveils four more green living trends to cultivate the good life, with the power of plants.

Here's what McCoy and the Garden Media Group trend spotters are forecasting for 2012 and beyond:

Conscious Consumption. According to the 2010 Cone Survey, 83% of consumers still want to see more brands, products, and companies that support worthy causes.

"We finally moved from "me" to "we" and consider our earth and each other when we purchase," says McCoy.

Save backyards with American Beauties Native Plants®. This partnership with the [National Wildlife Federation](#) is an example of this mind shift. Buy an American Beauties' native plant and a donation is made to NWF's Certified Wildlife Habitat Program.

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NEWSPAPER SYNDICATION

POLLINATORS STORY BY MARTY ROSS HIGHLIGHTING AMERICAN BEAUTIES NATIVE PLANTS SYNDICATED TO MORE THAN 100 NEWSPAPERS

The image shows a screenshot of a newspaper article syndicated on the Imtribune.com website. The article is titled "Bring on the bees" by Marty Ross, published on January 21, 2012. The article discusses the importance of bees as pollinators and the need for public relations programs to educate people about them. The article is syndicated on the Imtribune.com website, which is part of The Lewiston Tribune Online. The website header includes navigation links for Home, News, Northwest, Sports, Opinion, Obituaries, Blogs, and Special Sections. The article text is partially visible, showing the beginning of the piece and a quote from Stephen Buchmann, a bee expert. The article is also syndicated to other newspapers, as indicated by the "Imtribune.com" logo and the "The Lewiston Tribune Online" text.

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Published: Jan. 21, 2012 12:00 a.m.

Bring on the bees

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By MARTY ROSS

The very first flowers of the season give gardeners a big thrill, but the buzz these days is about bees and their crucial importance.

Bees need our help: They're critical pollinators – alongside butterflies and hummingbirds – but they're misunderstood, says Stephen Buchmann, a bee expert and coordinator of the North American Pollinator Protection Campaign. Butterflies don't require a public relations program, but bees do. Many people are afraid of bee stings and think bees are aggressive, but Buchmann says when bees visit a garden, they're really not interested in people. They come for the buffet of bloom.

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"They're can sting and it's you."

A good garden other p apples garden diversil

Commentary

Attract pollinators by growing a garden of native plants

Story Image (2) Share Print Font Size

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Posted: Wednesday, February 1, 2012 12:00 am | Updated: 2:59 pm, Wed Feb 1, 2012

By Marty Ross |

The very first flowers of the season give gardeners a big thrill, but they are huge news for the bees, too. The buzz these days is about bees and their crucial importance.

Bees need our help: They're critical pollinators - alongside butterflies and hummingbirds - but they're misunderstood, says Stephen Buchmann, a bee expert and coordinator of the North American Pollinator Protection Campaign. Butterflies don't require a public relations program, but bees do. Many people are afraid of bee stings and think bees are aggressive, but Buchmann says when bees visit a garden, they're really not interested in people. They come for the buffet of bloom.

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