

# 2019 MARKETING CALENDAR

## JANUARY

**TARGET:** All humans that love to bring nature into their lives.

**MARKETING TOPICS:**

- Our Favorite 2019 Trend Begins with You
- Taking Stock of Winter Landscapes
- Cold Season Heroes
- Dealing With Deer
- Bringing the Outside In
- New Year's Garden Resolution
- A Rose is a Rose is a Rose Bowl
- Now's The Time (regional reminders)
- What the Hedge (how-to/info video series)
- Care to Camellia (plant care video series)
- MN Craftsman Tips & Tricks (video series)
- Shrubs You'll Lub (5)
- Craftsman Picks (5)
- Plant of the Month (1)

**DESIGN DEFINED:**

- Learn how to use the golden ration in design.

**FEATURE PLANTS:**

- Nuccio's Bella Rossa Camellia (8-10); Cascade Lenten Rose (4-8)
- Annuals: Sunbelievable, Gerbera, Calibrachoa, Ipomoea & Lysimachia, Geranium, Dalia, Impatient
- Perennials: Asparagus Myers
- Shrubs: Green Tower Boxwood, Fatsia Camouflage, Seaside Hydrangeas, Sea of Gold/Jazzy Jewel Juniper, Enchanted Forest (series), Ninebark

## FEBRUARY

**TARGET:** All humans that love to bring nature into their lives.

**MARKETING TOPICS:**

- Dwarf Shrubs for Smaller Spaces (3-5, 6-11)
- ShopMonrovia Re-launch & Promotional Support
- Find Your Garden Style
- 5 Ways to Maximize Smaller Spaces
- Valentine Love that Lasts
- Social Holiday Content
- Now's The Time (regional reminders)
- What the Prune (how-to/info video series)
- Care to Shrub (plant care video series)
- MN Craftsman Tips & Tricks (video series)
- Shrubs You'll Lub (5)
- Craftsman Picks (5)
- Plant of the Month (1)

**DESIGN DEFINED:**

- Using Mystery in Garden Design

**FEATURE PLANTS:**

- Enchanted Forest Pieris series (6-8); DarkStar Creeping Orange Grape (5-9)
- Annuals: Sunbelievable, Ipomoea & Lysimachia, Gerbera, Calibrachoa, Geranium, Dalia, Impatient
- Perennial: Salvia Ignition Purple
- Shrub: Scallywag Ilex, Golfball Pittosporum, Little Flirt/Sizzle Spirea, Tiny Tower Italian Cypress, Ember Waves Thuja, Emerald Collonade Ilex, Bright n' Tight Prunis, Royal Cape Plumbago, Boxwood, Azalea Grape/Watermelon Double Shot, Senecio Mt. Everest

# 2019 MARKETING CALENDAR

## MARCH

**TARGET:** All humans that love to bring nature into their lives.

**MARKETING TOPICS:**

- Spring Tips for Shopping a Garden Center
- What to Plant for Early Pollinators (In'tl Earth Day)
- Container Combos for Hot, Dry Zones (9-11)
- Long-Season Combos for Cold Zones (3-5)
- 10 Things Hosta Lovers Should Know
- Tips for Planting Conifers
- Green Wednesday (First Day of Spring)
- There's a Topiary for Every Garden
- Now's The Time (regional reminders)
- What the Soil (how-to/info video series)
- Care to Annual? (plant care video series)
- MN Craftsman Tips & Tricks (video series)
- Shrubs You'll Lub (5)
- Craftsman Picks (5) & Plant of the Month (1)

**DESIGN SCHOOL:**

- Defining and Designing Garden Rooms

**FEATURE PLANTS:**

- Double-Shot Azalea series; Springshine Forsythia
- Sunbelievable, Gerbera, Calibrachoa, Geranium, Dalia, Osteospermum.
- Hosta X Liberty Plant, Patriot Plantain
- Ember Waves Thuja, Tiny Tower Italian Cypress, Enchanted Forest Pieris, Vaccinum Bountiful Blue, Emerald Colonnade Ilex, Golfball Pittosporum, Bonsai Blue Jacaranda, Harlequin Beard Tongue
- Topiary & Conifer: Icee Blue Juniper

## APRIL

**TARGET:** All humans that love to bring nature into their lives.

**MARKETING TOPICS:**

- Earth Day: Best New Perennials for Pollinators
- Growing Edibles in Containers
- Inspired border color combos
- How to grow a colorful Japanese Maple in a pot
- Bring Sunshine into Your Design
- Continuous Color in the Shade
- Now's The Time (regional reminders)
- What the Grape (how-to/info video series)
- Care to Perennial? (plant care video series)
- MN Craftsman Tips & Tricks (video series)
- Shrubs You'll Lub (5)
- Craftsman Picks (5)
- Plant of the Month (1)

**DESIGN SCHOOL:**

- Designing for four-seasons of interest

**FEATURE PLANTS:**

- Grace n' Grit Roses series (4-9); Bush Kangaroo Paw series (10-11); SunBelievable
- Annuals: Dalia, Gerbera
- Perennials: Siren's Song Coral Bells series, Prince of Orange Oriental Poppy, Harlequin BeardTongue series
- Shrub: Ninebark series, Little Ollie Olea, Cheesehead Potentilla, Royal Cape Plumbago, Emerald Colonnade Ilex, Seaside Hydrangeas
- Tree: Icee Blue Podocarpus

# 2019 MARKETING CALENDAR

## MAY

**TARGET:** All humans that love to bring nature into their lives.

**MARKETING TOPICS:**

- Cool New Grapes
- Fresh ideas for summer window boxes/containers for covered porches
- Weekend Makeover (Sunbelievable) Influencers
- 5 Ways to Design with Hydrangeas
- What to plant to avoid late summer color lull
- Tips for Planting under Trees
- Isn't Mom Sunbelievable? (Mother's Day Program)
- Unexpected Hanging Basket Combos
- Now's The Time (regional reminders)
- What the Stake (how-to/info video series)
- Care to Hydrangea (plant care video series)
- MN Craftsman Tips & Tricks (video series)
- Shrubs You'll Lub (5)
- Craftsman Picks (5) & Plant of the Month (1)

**DESIGN SCHOOL:**

- Fresh Ideas for using Annuals

**FEATURE PLANTS:**

- Zestful Grape series; Chateau Rose of Sharon series; Seaside Serenade Hydrangeas
- Evolution Coneflower, Floralberry Hypericum, Begonias, Calibrachoa, Lantana, Geranium (Hanging Baskets), Stonecrop, Sunbelievable
- Seaside Hydrangeas (series), Plum Passion Hydrangea, Camouflage Fatsia, Winged Phoenix Hardy Schefflera, Weigela
- Edibles: Vaccinum Bountiful Blue

## JUNE

**TARGET:** All humans that love to bring nature into their lives.

**MARKETING TOPICS:**

- Plants that thrive at the shore
- 10 Things Rose Lovers Should Know
- 5 Gorgeous solutions for slopes and hillsides
- How to Build Your Child's Special Garden
- In the Garden on Father's Day
- Now's The Time (regional reminders)
- What the Water (how-to/info video series)
- Care to Vine (plant care video series)
- MN Craftsman Tips & Tricks (video series)
- Shrubs You'll Lub (5)
- Craftsman Picks (5)
- Plant of the Month (1)

**DESIGN SCHOOL:**

- All About Garden Lighting

**FEATURE PLANTS:**

- Seaside Hydrangeas series (4-9), Sunstar Tickseed series (5-10), Shasta Daisy series (4-9), Harlequin Beardtongue series (5-9)
- Shrubs: Floralberry Hypericum, Chateau Rose of Sharon Collection, Darkstar Purpleleaf Sand Cherry, Weigela series, Evolution Coneflower series, Stonecrop series, Sienna Sunrise Nandina, Sparkler Arrowwood Viburnum, Cheesehead Potentilla
- Roses: Grace n' Grit

# 2019 MARKETING CALENDAR

## JULY

**TARGET:** All humans that love to bring nature into their lives.

**MARKETING TOPICS:**

- Fruiting Shrubs that Look Great in July
- Mid-Season Fresh Dose of Color
- Hot Season Hero: Russian Sage
- What to Plant Now for Fall Color
- What to Plant for Late Season Pollinators
- Plants that Love Full Afternoon Sun
- Blueberry Blast: Nature's Superfood
- Mid-Season Garden Checklist
- Now's The Time (regional reminders)
- What the Pollinator? (how-to/info video series)
- Care to Fruit Tree (plant care video series)
- MN Craftsman Tips & Tricks (video series)
- Shrubs You'll Lub (5)
- Craftsman Picks (5) & Plant of the Month (1)

**DESIGN SCHOOL:**

- The Magic of Curves

**FEATURE PLANTS:**

- Strawberry Shake Hydrangea (4-8), Evolution Coneflower series (4-9), Siren's Song Coral Bells (4-9)
- Shrubs: La Barbe Caryopteris, Blue Balloon Caryopteris, Chateau Sharon de Rose collection, Scallywag Ilex Russian Sage
- Roses: Grace n' Grit
- Edibles: Vaccinium Bountiful Blue, Strawberries, Blackberries
- Annuals: Dalia, Gerbera

## AUGUST

**TARGET:** All humans that love to bring nature into their lives.

**MARKETING TOPICS:**

- Rooting for Fall
- Choice Vines to plant on Arbors for Shade
- Colorful hot sun lovers
- New & improved varieties for fall bloomers
- Plants that don't mind if you go on vacation
- Plants for the dog days of August
- How Hardy is Your Garden?
- Now's The Time (regional reminders)
- What the Mulch? (how-to/info video series)
- Care to Conifer (plant care video series)
- MN Craftsman Tips & Tricks (video series)
- Shrubs You'll Lub (5)
- Craftsman Picks (5) & Plant of the Month (1)

**DESIGN SCHOOL:**

- How to use shade trees in the landscape

**FEATURE PLANTS:**

- Stonecrop series, Salvia VIBE Ignition Purple, Hardy Schefflera, Dalia, Osteospermum, SunBelievable, Evolution Coneflower
- Topiaries: Spiral, PomPom, Poodle, Espalier
- Roses: Grace n' Grit
- Azalea Double shot series, Caryopteris, Floralberry Hypericum, Ninebark, Boxwood, Golfball Pittosporum, Nandina, Tiny Tower Italian Cypress, Brakelights Hesperello
- Vines: Wisteria, Clematis, Grapes, New Kiwi

# 2019 MARKETING CALENDAR

## SEPTEMBER

**TARGET:** All humans that love to bring nature into their lives.

**MARKETING TOPICS:**

- Sculptural statement making trees
- 'Who Knew' Plants for Fall Color
- There's an Ornamental Grass for Every Garden
- Mid-Sized shrubs that create a layered planting in borders and beds
- How to read a plant tag
- Why You should let your garden go wild
- Fresh Ideas for Fall Containers
- Labor Day Tips to Get You Into Winter
- Let the Winterizing Begin (3-5)
- Social Holidays: First day of fall
- Shop.Monrovia on-going marketing support
- What the Zone? (how-to/info video series)
- Care to Grass? (plant care video series)
- Now's the Time (regional reminders)
- MN Craftsman Tips & Tricks (videos)
- Craftsman Picks (5) & Plant of the Month (1)

**DESIGN SCHOOL:**

- Borrowed Landscapes: Capture the View Beyond

**FEATURE PLANTS:**

- FloralBerry St. John's Wort Series (5-9), La Barbe Bleue Caryopteris (5-9)
- Shrubs: Emerald Stonecrop series, Azalea Double Shot series, Green Tower Boxwood, Ninebark series, Emerald Spreader Taxus
- Topiary: Spiral, PomPon, Bonsai, Cone, Cube
- Roses: Grace n' Grit
- Tree: Sienna Sunrise Nandina, Bonsai Blue Jacaranda
- Grasses: Little Bunny Dwarf Fountain, Avalanche Feather Reed, Purple Fountain, Overdam Feather Reed

## OCTOBER

**TARGET:** All humans that love to bring nature into their lives.

**MARKETING TOPICS:**

- Conifers you'll wish you'd planted this February
- Best Fruit Trees for warm/cold zones
- Planting camellias for the longest season of bloom
- Prepping for Winter (3-8)
- Haunted Topiaries & Creepy/Spooky Planters
- Don't Leaf Your Garden Alone (prep for winter 3-5)
- Fun Clean-Up in the Garden (9-11)
- Fall Welcome Crafts (Wreaths)
- Social Holidays: World Smile Day
- Cool-season Annuals to plant (regionalized)
- Shop.Monrovia on-going marketing support
- What the Compost? (how-to/info video series)
- Care to Winterize? (plant care video series)
- Now's the Time (regional reminders)
- MN Craftsman Tips & Tricks (LPOD videos)
- Craftsman Picks (5) & Plant of the Month (1)

**DESIGN SCHOOL:**

- Design Defined: 3+1 counterpoint, achieving balance without symmetry

**FEATURE PLANTS:**

- Golden Duke and Golden Duchess Eastern Hemlock
- Topiary: Spiral, Poodle, PomPon
- Shrubs: Green Tower Boxwood, Sea of Gold/Icee blue Juniper, Golfball pittosporum, Royal Cape Plumbago, Icee Blue Podocarpus, Bright n' Tight Prunus, Emerald Spreader Taxus, Seaside Hydrangeas
- Camellias: Julius Nuccio, Nuccio Bella Rossa, Vestito Rosso, Chansonette's Blush, Pink-a-boo

# 2019 MARKETING CALENDAR

## NOVEMBER

**TARGET:** All humans that love to bring nature into their lives.

**MARKETING TOPICS:**

- Winter Planters
- Winter Annuals to Plant now (8-11)
- Gift wrapping ideas from the garden
- Start applying sulfate for bluer Hydrangeas
- Outwitting frost damage
- Giving Thanks for Small Gardening Joys
- Family gardening food & fun
- Social Holidays: World Kindness Day
- Prepping plants for winter protection (3-8)
- Shop.Monrovia on-going marketing support
- What the Frost? (how to/info video series)
- Now's the Time (regional reminders\_
- MN Craftsman Tips & Tricks (LPOD videos)
- Craftsman Picks (5) & Plant of the Month (1)

**DESIGN SCHOOL:**

- Using Ornamental Grasses for Late Season Magic

**FEATURE PLANTS:**

- Chansonette's Blush Camellia (7-9)
- GreenTower Boxwood, Icee Blue Podocarpus, Bright n' Tight Prunis, Seaside Hydrangeas
- Lowe's Annuals
- Pink Muhly Grass
- Topiaries: Spiral, Pom Pon, Globe, Espalier, Oriental PomPon, Bonsai, Patio Tree, Cone, Cube

## DECEMBER

**TARGET:** All humans that love to bring nature into their lives.

**MARKETING TOPICS:**

- Happy Holidays Editorial & Social
- 'Tis the Season to Stay Connected to Nature
- Top 10 Creative Gifts for Plant Parenthood
- Joy to Holiday Container Designs
- Shop.Monrovia on-going marketing support
- What the Over-Winter? (how to/info video series)
- Now's the Time (regional reminders)
- MN Craftsman Tips & Tricks (LPOD videos)
- Craftsman Picks (5) & Plant of the Month (1)

**DESIGN SCHOOL:**

- TBD

**FEATURE PLANTS:**

- Chansonette's Blush Camellia (7-9)
- GreenTower Boxwood, Icee Blue Podocarpus, Bright n' Tight Prunis, Seaside Hydrangeas
- Lowe's Annuals
- Pink Muhly Grass
- Topiaries: Spiral, Pom Pon, Globe, Espalier, Oriental PomPon, Bonsai, Patio Tree, Cone, Cube