

Spring 2006 Awareness Campaign

Due to a very limited budget, it will be necessary to predominantly rely on public relations efforts and in getting as much "free" exposure as possible through local newspapers and television news sources, See plan outline below.

Coupled with the Awareness Campaign, we will test market 4-6 local greenhouses with Maumee Valley Growers in store information displays (and product) in order to have measurable results to share with all growers and with our grant providers — critical data for program establishment and measuring future success.

Campaign Period:

Heavy concentration: April — June

Campaign Theme:

From Our House to Your House!

Buy local and help our region grow. Support your neighborhood greenhouse - purchase locally grown plants and flowers. It's the bloomin' right thing to do!

A message brought to you by Maumee Valley Growers.

Retail Grower Merchandising:

- In store signage (POP) for test sites
- General signage for all growers
- Incentive Items (coffee mugs, note cards, car magnets, etc.)

Public Relations:

- Ongoing weekly communications with local, regional and national press.
- 2 major Press Events with Carty Finkbeiner and Marcy Kaptur
- City Beautification/Gateway Program
- Speakers Bureau
- Garden Smiles/Carruth Original Partnership
- Non-profit Organization Partnerships (Jr. League, Garden Clubs, Scouts, IMA, Toledo Zoo, etc.)
- TBG Crosby Art Festival/Kid's Garden
- Erie Street Market/Flower Days
- Susan B. Komen/WTOL Pink Mum Promotion

Low Cost Advertising:

- One :15 general awareness television spot to be run on WBGU and Cable
- One :30 general awareness radio spot to be run on various, local stations
- Awareness print ad for regional newspapers
- Utility Inserts
- Retail Cards
- Web site

Cluster Marketing: Grower Volunteer Sponsored

- Monthly newsletter
- Site Visits
- Corporate Program
- Ambassador Program
- Senior Program
- School Program

Greenhouse Test Marketing

- Select 4-6 greenhouses in various segments of the region
- Provide in store display stand with MVG information and call to action to buy locally grown plants — display will need to be supported by a grower display of local plants for purchase
- Training for greenhouse personnel
- Data collection and dissemination