MVGA

2011 Spring Advertising Campaign - Analysis

Media

- Cable TV, Buckeye - (NW Ohio)
- Newspaper, The Blade - (NW Ohio/SE MI)
- Other – TGen, News Stories, Johnny Knorr
- Radio - Cumulus Broadcasting
- ValPak - (NW Ohio)
- Website - MVGA

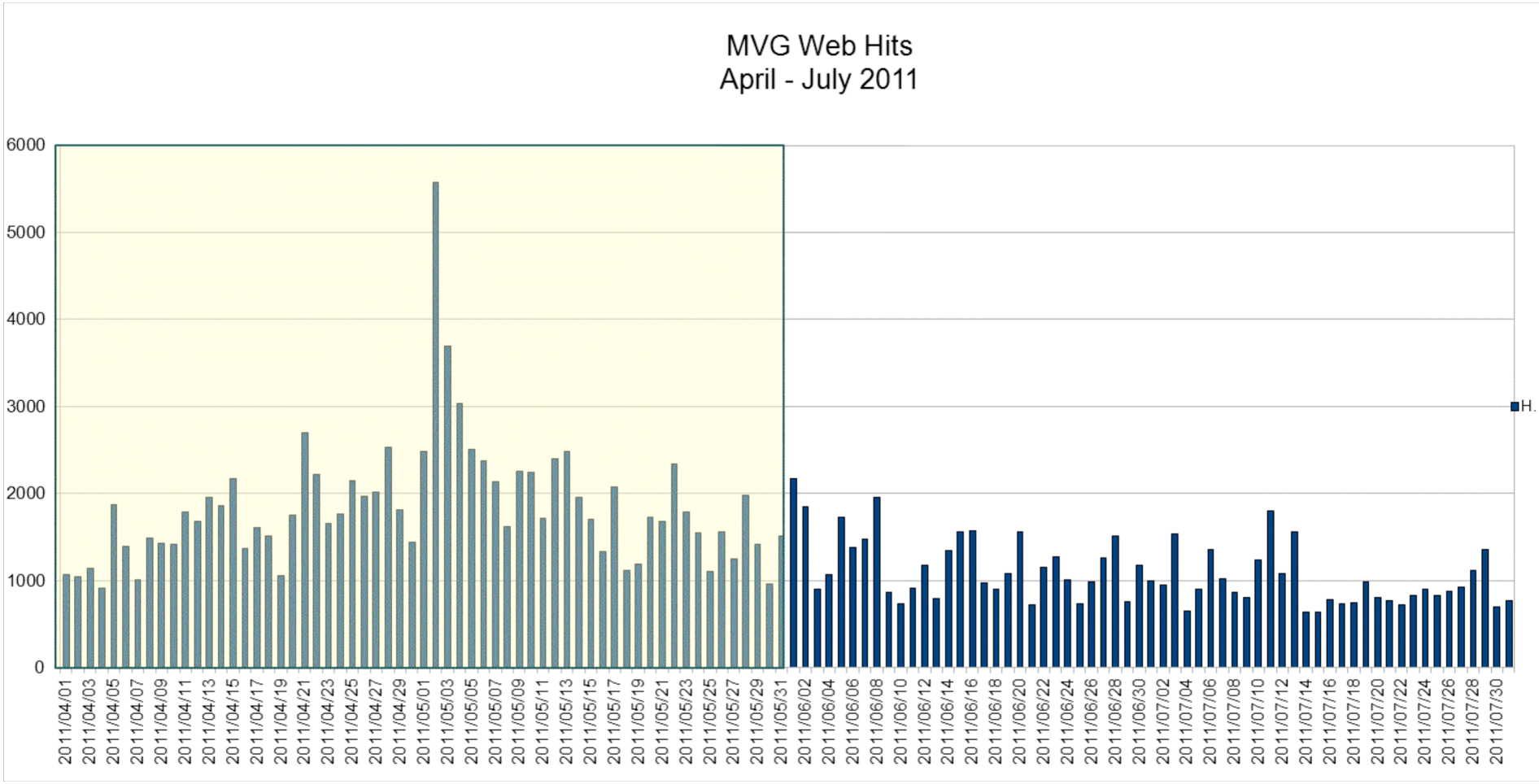
Blade & Val Pak

(April & May 2011)

Business	Val Pak April Totals	New Cust.	Avg. Sale	Val Pak May Totals	New Cust.	Avg. Sale	Blade April Totals	New Cust.	Avg. Sale	Blade May Totals	New Cust.	Avg. Sale
Greenhouse	6	0	$73	71	12	$43	32	1	$37	71	12	$40
Greenhouse	27	12	$53	99	39	$60	136	40	$64	201	76	$57
Garden Center	21	2	$45	8	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Greenhouse	13	0	N/A	276	21	N/A	63	9	N/A	215	20	N/A
Greenhouse	N/A	N/A	N/A	N/A	N/A	N/A	35	N/A	$40	75	N/A	N/A
Greenhouse	63	N/A	$43	342	N/A	$53	201	N/A	$48	265	N/A	$49
Farm	1	N/A	$52	0	0	0	N/A	N/A	N/A	N/A	N/A	N/A
Nursery	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Nursery	2	N/A	476	N/A	N/A	N/A	13	N/A	$293	N/A	N/A	N/A
Landscape	14	3	$38	22	6	$44	N/A	N/A	N/A	4	2	$68
Greenhouse	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Greenhouse	9	N/A	$30	10	N/A	$36	18	N/A	$45	23	N/A	$72
Greenhouse	9	1	$37	47	8	$47	24	2	$34	35	3	$39
Greenhouse	49	N/A	$39	10	N/A	$36	160	N/A	$37	23	N/A	$67
Garden Center	N/A	N/A	N/A	16	1	$55	18	1	$40	47	4	$51
Farm	1	0	$96	N/A	N/A	N/A	45	8	$76	99	13	$77
Greenhouse	8	N/A	$30	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Website

(Apr-May Highlighted)



Observations

- Very slow April (cold). Season started 10-14 days late. Some growers caught up, not all.

- Overall, Spring 2011 marketing program was successful.
  - The Blade performed well both in April and May
  - ValPak poor in April, great in May.
  - Cable TV difficult to gauge…jury out.
  - Radio seemed effective…5 participating growers, jury out.
  - Website hits increased predictably (Apr-May)

- Fall 2011 Toledo Blade Advertising - October

Next Steps…

- Marketing Committee:
  - Continue with proven program. (Blade / ValPak)
  - Radio and TV – To be determined.
  - Examine web based sales opportunities for both MVGA retail and wholesale growers.
  - Planning for Spring 2012 (funding established) and 2013 Calendar in November.

Thank you !!!

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THE BLADE

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