

# Promotion plan 365 days of flowers 2023-2025

**365**  
dagen bloemen

Gerard Gardien

Project leader Product-specific Promotion  
15 April 2022

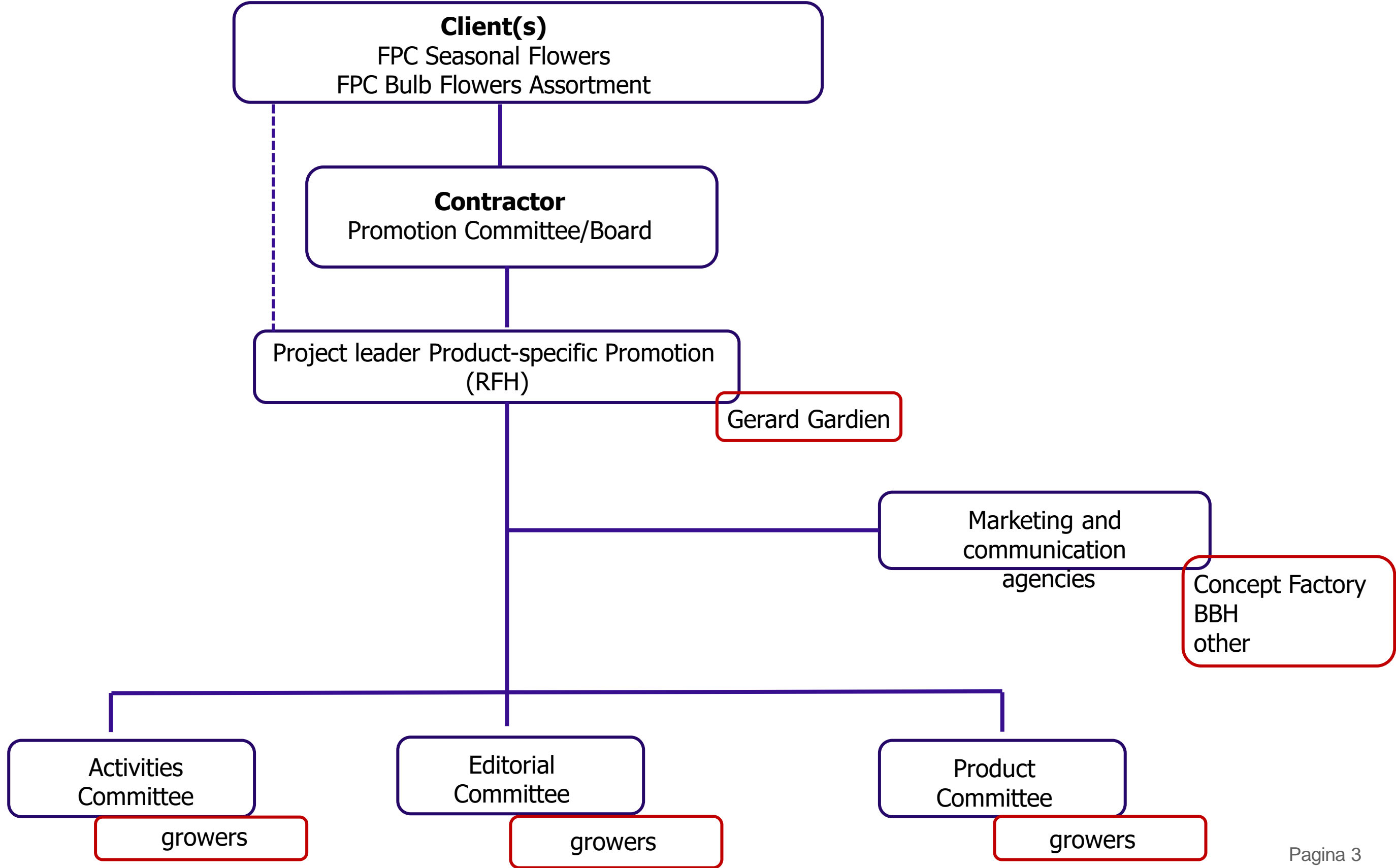




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- Objectives
- Budget allocation

# Current organisation structure



# Organisation structure

## Committee members:

Board	Activities Committee	Editorial Committee	Product Committee
Michiel van Paassen	Edith vd Salm	Gerard Gardien (RFH)	Gerard Gardien (RFH)
Edith vd Salm	Bianca van Eijk	Merlijn Ellerkamp (Florius)	Wim vd Hoogen
Adrie Klaasse Bos	Tineke Vreeken	Annemieke de Haan	Robert Jan Kolster
Gerard Gardien (RFH)	Annemieke de Haan	Bianca van Eijk	Henk vd Berg
	Job Jacobs		Rene van Marrewijk (CNB)
	Frank Heemskerk		Linda de Ruiten (RFH auctioneer)
	Anne Vromans/Florensis		
	Gerard Gardien (RFH)		

# Key figures 365 days of flowers

	2020/2021
Number of growers	2275
Turnover via auction	76%
Share NL turnover	56%
Share NL units	48%
Germany largest export country	20%
Turnover share 4 core countries	67%
Florist/wholesale largest sales segment	79%

	2019	2020	2021
Turnover	514 billion	491 billion	645 billion
units	1.7 billion	1.6 billion	1.8 billion
price	0.29	0.30	0.34

**In 2021, top 20 buyers account for approximately 35% of the total turnover!**

# Review 2020-2022

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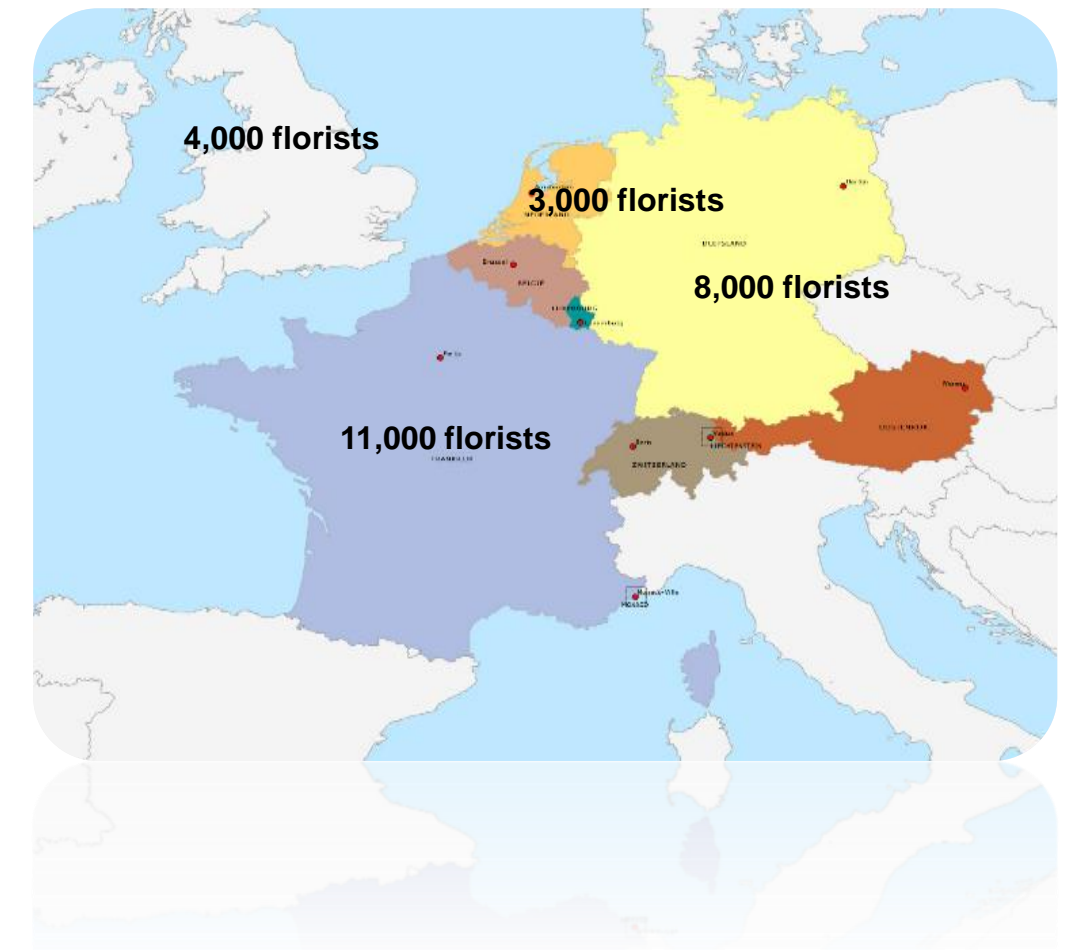


# Promotion objective

Reach at least 65% of the florists in the core countries inspiring them in respect of seasonal flowers, thereby “activating” the florist to achieve greater sales.

## Five key activities

1. Themed magazine (print)
2. Seasonal magazine (online)
3. Social media
4. Activation campaigns
5. Other promotional resources/activities



# 1. Themed magazine (print)

## Print magazine 365 days of flowers:

- Published 2x per year (April/September)
- Circulation 20,000 -25,000 copies in 4 languages
- Direct distribution via trade magazines and exporters/wholesalers

## Objective:

Inform, inspire and ultimately activate florists

## Result:

- About 14,000 florists receive the magazine directly
- Rest receive magazine via exporters
- Exporters distribute magazine themselves (example vd Plas)
- Trade information appeals to florists
- Knowledge is used for employees and customers
- Florist is activated to buy products





## 2. Seasonal magazine - digital



### Online seasonal magazine:

- Published 4x per year online
- in 4 languages (NL, UK, D and F)
- Seasonal-related information & inspiration for florists
- Free download material

### Objective:

Inspire florists and inform them about the flowers that are available seasonally with the ultimate aim being to actually activate florists to buy

### Results:

- About 11,500 unique visitors per season (NL, UK, D and F)
- Visit duration between 3 and 5 minutes
- Lots of extra subscriptions to our newsletter (+382)
- More than 1,500 unique downloads of POS material

# 3. Social media - Facebook



- Number of posts: Facebook Netherlands: 218 and 174 internationally
- Number of advertised posts: 8 (NL, D and UK)
- With adverts, we are aiming for traffic to our digital magazine
- Cost per click is €0.28 and this is far below what is spent on average by an advertiser (€0.70)
  
- Adverts are of high-quality; click-through rate 5.9% (average 1%)
- Focus on specific target groups (current Facebook and Instagram followers (Europe), mailing list and similar target groups)

Reach up to and including December 2021:

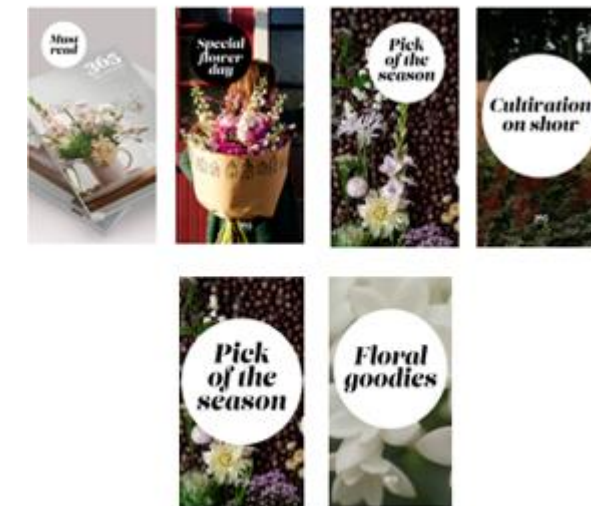
- Facebook NL: 317,000
- Facebook UK: 171.000

# 3. Social media - Instagram

## Social media | Instagram



- Number of posts: 148
- Number of advertised posts: 8
- With adverts, we are aiming for traffic to our digital magazine
- Focus on specific target groups (current Facebook and Instagram followers (Europe), mailing list and similar target groups)
- Reach up to and including December 2021: 197,000
- Impressions: 325,000



# 4. Activation campaigns

Bloemen  
bureau  
Holland

Mit unseren  
Herbststräußen  
holen Sie sich den  
Herbst in die Vase



Holen Sie sich den  
Herbst in die Vase!



## Activation with Blumen Risse in Germany:

- 7 different bouquets with mainly 365 days of flowers in the supply
- Strauss der Woche (the whole of October, a different bouquet each week).

## Results:

- Over 1 million impressions on social media
- Website visits Blumen Risse + 21%
- 18,200 bouquets sold (+ 10,000 compared to 2020)
- Florists see the possibilities of working with products from 365 days of flowers



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dagen bloemen

# 4. Activation campaigns



## Activation:

- Mixed bouquet with products mainly from 365 days of flowers
- Beginning June 2022 (Whitsun weekend)

## Objective:

Activate entire chain to buy flowers (bouquet) from 365 days of flowers packages

## Results (expectation)

- Sales of 7,000 bouquets (100,000 stems)
- Participation 400 shops
- 1.3 million contacts



# 4. Activation campaigns



Facebook competition on FB of Fusion Flowers, starting end February for a period of 1 month.

Announcement of campaign via newsletter of Fusion Flowers,

- number of recipients of this newsletter: 2,500
- Opening percentage: 57%

## The campaign

- 174 participants from 26 different countries
- Highest posts: 2,700 with 241 likes
- Winners: 57,417
- Reach of competition: 284,532

## Result

- More traffic to our Facebook page during campaign period (2%)
- More subscriptions to our own newsletter

# 4. Activation campaigns



## Flowers for neighbours

### Objective:

Boost sales around Neighbours Day. Participants are activated by our own seasonal magazine, the press and newsletters. Participants received a free POS package

### Result

Number of participants: 70

# 5. Other promotional resources/activities

## Newsletters - digital

### Nieuwsbrieven



#### Gratis herfstfoto's voor jouw socials

Met een goede voorbereiding is het heel eenvoudig om je klanten te verleiden. Daarom hebben we al een download met sprankelende herfstcontent voor je klaargezet.

Profiteer meteen van 2 verrassende animaties: Bloemen voor burens én Halloween. Zo blijft jouw timeline verrassend en prikkelend.

[Download hier de content!](#)

Lees ook:

[7 floral goodies: de mooiste bloemen om nu mee te werken.](#)

Over 365 dagen bloemen

### Digital promotional newsletter:

- Newsletter is sent 6 x per year
- in 4 languages (NL, UK, D and F)
- France has been receiving the newsletters since summer 2021

### Objective:

Seasonal-related information & inspiration for florists  
Offering free download material

### Results:

- Over 6,000 florists receive newsletter
- Opening percentage in NL, UK and F above 40%;
- Opening percentage D 20%



# 5. Other promotional resources/activities



## Collaboration 365 days of flowers & Summer Flowers

### Activity:

- Weekly flower item with products from 365 days of flowers (39 episodes excluding repeats)
- Young students working with products from 365 days of flowers

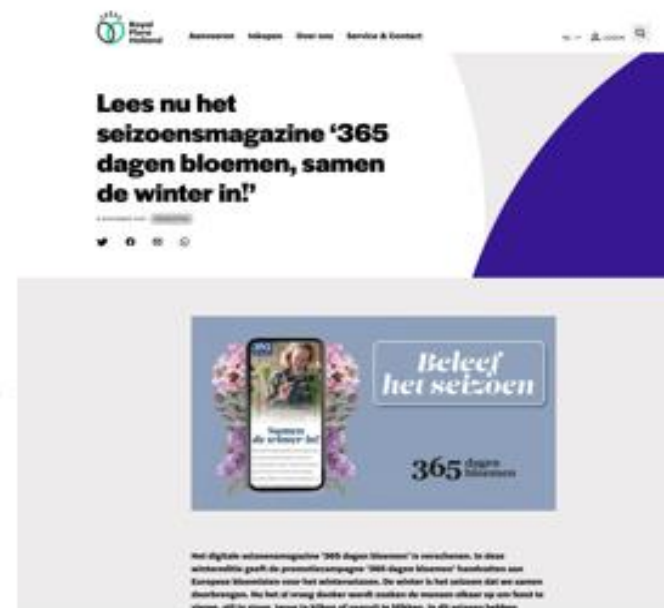
### Results:

- Number of viewers on average 500,000
- Joint approach via social media with, among others, #bloemenoptv
- Items can be used for own channels (socials) of the growers

# 5. Other promotional resources/activities

## Persdossier

9 persdossiers uitgestuurd



ARTICLES  
**Celebrate Summer With 365 Days of Flowers**  
 A season worth celebrating!

WRITTEN BY: 365 DAYS OF FLOWERS | 17-06-2021



When you think of summer, you think of freedom. Of long lazy days when there's nothing you have to do and anything is possible. Although that freedom is subject to quite a few restrictions this year, there is still plenty to celebrate. Summer offers florists plenty of sales opportunities. Exploit them all!

Stimulate Your Senses With Remarkable Seasonal Flowers



## bloemenkrant.nl

NEUWS ARCHIEF GROEWSPELDE BLOEMEN IN BEWEGING VAKATURES BEAALLEN BEDORING TABAK



Foto: 365 dagen bloemen  
**365 dagen bloemen te zien bij 'De Grote Tuinverbouwing'**

vr 10 sep 2021, 7:43



Vanaf zaterdag 4 september zijn elke week de bijzondere bloemen van het seizoen te zien in de nieuwe rubriek van het bekende tv-programma 'De Grote Tuinverbouwing'. Samen met Summerflowers is een lijst met 100 bloemen samengesteld, die op verrassende manier worden verwerkt in boeketten en arrangementen.

De bijzondere bloemen van het seizoen zijn wekelijks een terugkerend onderdeel van de programmering. In totaal 52 uitzendingen - 39 afleveringen (10 juni 2022) én 13 herhalingen in de zomer - geeft styliste Djaniela Smit de kijker leuke, pakkende boeketideeën voor een stijlvolle woonkamer en vertelt achtergronden over de bloemen van het seizoen. De bloemenrubriek in 'De Grote Tuinverbouwing' is onderdeel van de collectieve promotiecampagne 365 dagen bloemen. Het kwekercollectief Summerflowers heeft het promotie-idee geïntroduceerd bij het bestuur van 365 dagen bloemen en met instemming is deze extra promotieactiviteit tot uitvoering gebracht. De aangesloten Summerflowers-kwekers leveren elke week het unieke aanbod van bloemen. Bloemenlijst verkrijgbaar via social media Via de Facebookpagina's van Summerflowers en 365 dagen bloemen kunnen bloemisten de bloemenlijst van de programmering bekijken en de uitzendingen delen met hun klanten. Het programma wordt elke zaterdag om 17.00 uur uitgezonden bij 5856 en wordt herhaald op zondag om 10.00 uur. Het programma wordt wekelijks door gemiddeld 590.000 mensen bekeken.

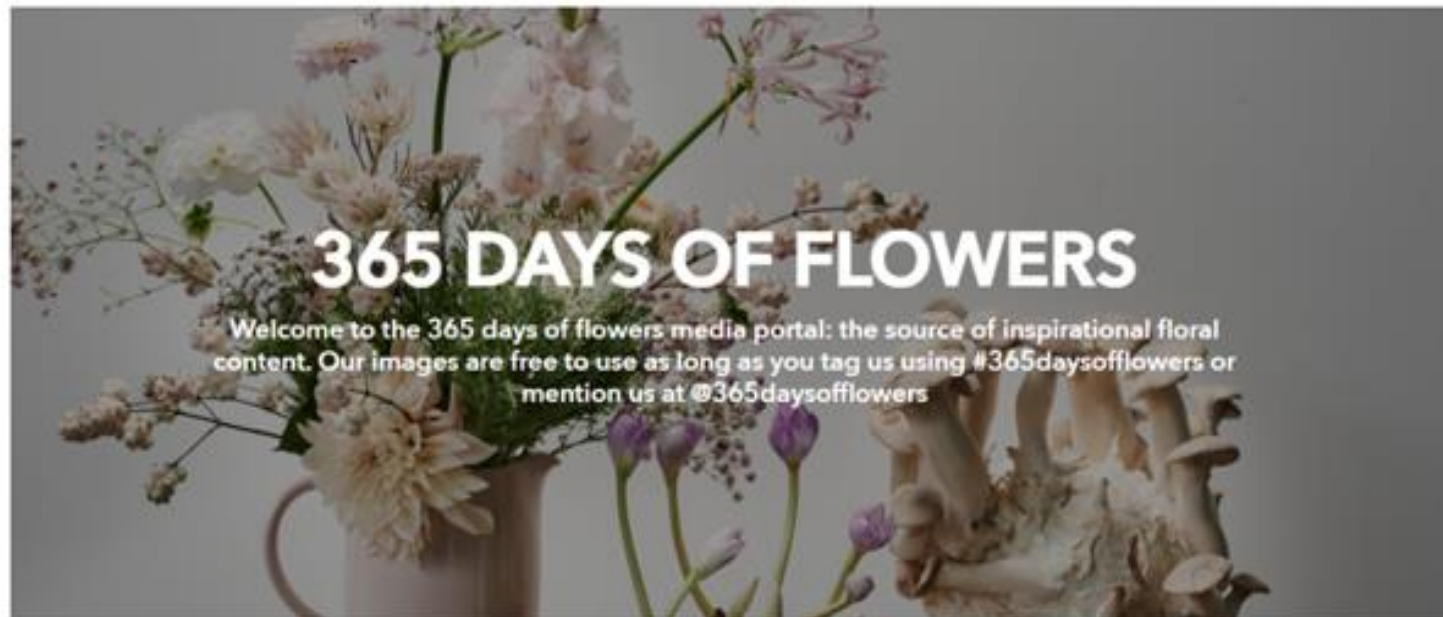
# 5. Other promotional resources/activities

## Promotional materials

Surprising promotional materials for florists and flower shops, can be downloaded for free or offered ready-made



# 5. Other promotional resources/activities



## Media database

Own brand portal containing:

- All published flower images of 365 days of flowers (more than 1,500)
- Media database can be used for free
- Themed magazines
- Previous magazines



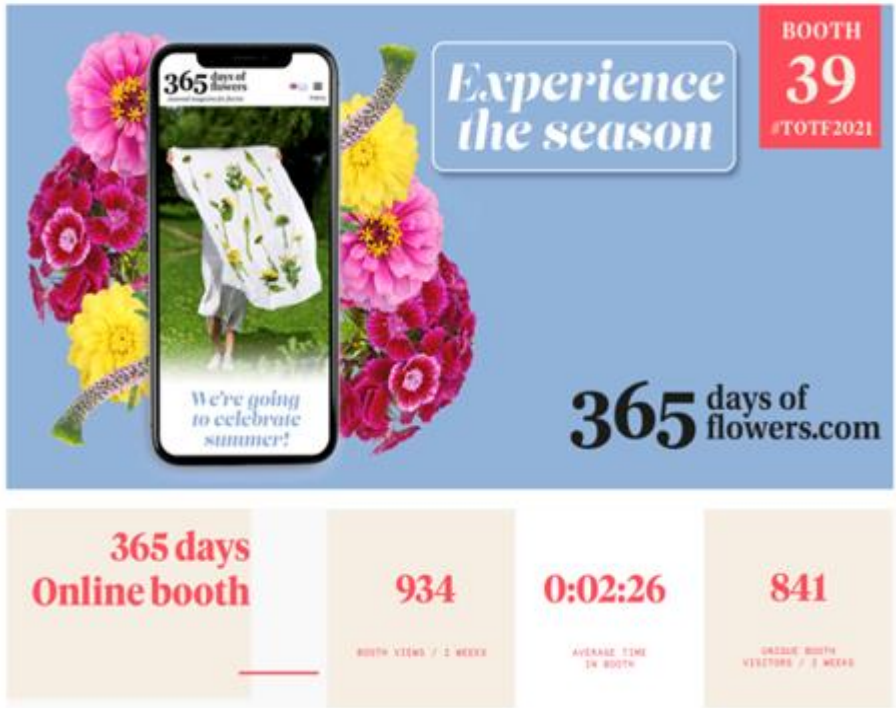
# 5. Other promotional resources/activities

## Trade fairs & Events

- Trade Fair November 2022



Pilot participation



# Overall result



On average, 66% of the florists in the core countries (except France) are reached with inspiration and information about the flowers in the 365 days of flowers package. With this inspiration and information, we activate the florist – and his or her supplier – to buy our flowers.

# To measure is to know



**In consultation with the Promotion Committee, we are going to carry out a survey on a number of campaign activities.**

## **Survey structure:**

Survey in 4 core countries among florists (online and by telephone) to gain insights into awareness, appreciation and applicability of the content of 365 days of flowers among our target group.

## **When:**

Survey will take place in April/May 2022

## **Result:**

With the results from the survey, we will look at whether they give cause for (further) development of activities that are in line with the strategic choices that we are going to make

# Promotion plan 365 days of flowers 2023-2025

**365**  
dagen bloemen







## **Project objective (mission)**

365 days of flowers informs and inspires to ultimately stimulate purchase intention. This is done in an appealing and stimulating way, in keeping with the target group and the product!

# Broad outline of 365 days of flowers strategy

1. Where: which countries
2. For whom: which target groups (primary and secondary)
3. How and what: activities/resources per target group
4. Objectives
5. Budget allocation: per target group in broad outline

# 1. Where

## Primary – proactive:

- The Netherlands
- Germany
- France
- United Kingdom



## Secondary – reactive:

- Other countries
- Opportunities/low-hanging fruit



## 2. For whom?

### Target group & Objective:

#### Primary:

Florists: (including the online florist)

*Inspire to work with the products of 365 days of flowers more often and more creatively. This in order to stimulate the purchase intention and in this way to increase the supply on the shop floor and in the webshops*

Suppliers of florists:

- Exporting wholesale
- Importing wholesale/Cash & Carrys

*As intermediary to the florist, inform them in a targeted way and activate them to offer a complete and varied supply of the 365 days of flowers products.*



## 2. For whom?

### Target group & Objective:

#### Secondary:

Retail chains

*Increase the supply on the shop floor which will stimulate impulse purchases by the consumer (“inspiration effect” of the florist)*

#### Consumer

*Inspire and inform and thus stimulate consumer demand for the varied assortments of 365 days of flowers.*



### 3. How and what (resources)

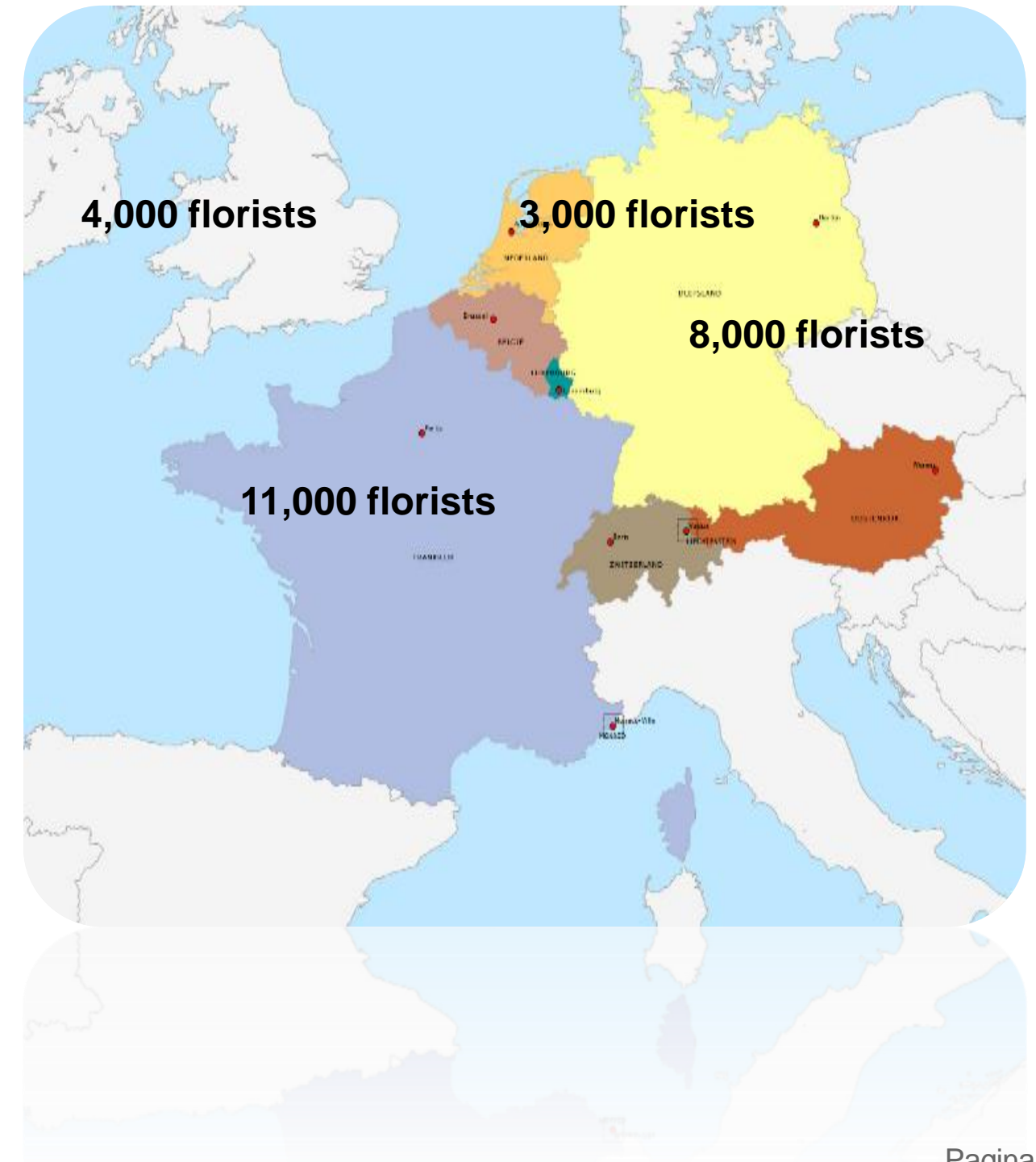
target group	country	Most important resources	priority	Budget %
Florist/ online florist	core countries	<ul style="list-style-type: none"> <li>• Magazine (online/offline)</li> <li>• Social media (market-specific)</li> <li>• Website</li> <li>• Collaboration chain parties</li> <li>• Trade media</li> <li>• Image bank</li> </ul>	high	40%
Exporters/ wholesale/C&C	core countries (focused op florist)	<ul style="list-style-type: none"> <li>• Collaboration chain parties</li> <li>• Magazine (online/offline)</li> <li>• Website</li> <li>• Trade media</li> <li>• Trade fairs</li> <li>• Image bank</li> </ul>	high	20%

### 3. How and what (resources)

target group	country	Most important resources	priority	Budget %
Retailer	core countries	<ul style="list-style-type: none"> <li>• Shopper activation with BBH</li> </ul>	medium	11%
Consumers NL/Members	NL	<ul style="list-style-type: none"> <li>• Social media</li> <li>• Press file NL</li> <li>• Product placement/TV</li> <li>• Events/trade fairs (Floriade)</li> </ul>	medium/ low	5%
Consumer	Other core countries (rest of world)	<ul style="list-style-type: none"> <li>• Social media</li> </ul>	low	5%

# 4. Objectives 2023 - 2025

In recent years, we have reached 66% of the florists in the core countries through our efforts. In the coming years, we will strive to increase that to 75% with targeted activities. We will make this clear by means of a survey.





# 4. Objectives 2023 - 2025

Objective	Result
Awareness of 365 days of flowers among florists.	Growth of awareness by 10% compared to survey 2022
Appreciation of 365 days of flowers (all materials)	Strive for a score of at least 8.5
Activation campaigns	At least 3 activation campaigns annually
Digital newsletter	Annual growth of 5% of recipients of the digital newsletter while maintaining openings % in NL, UK and F, and improvement of openings % in Germany
Social media	A threefold increase of number of followers
Website/digital seasonal magazine	Annual growth of 10% of our website/seasonal magazine visitors
Themed magazine	Depending on the results of the survey 2022, we will further develop the themed magazine in terms of content and distribution.

# 4. Objectives 2023 - 2025

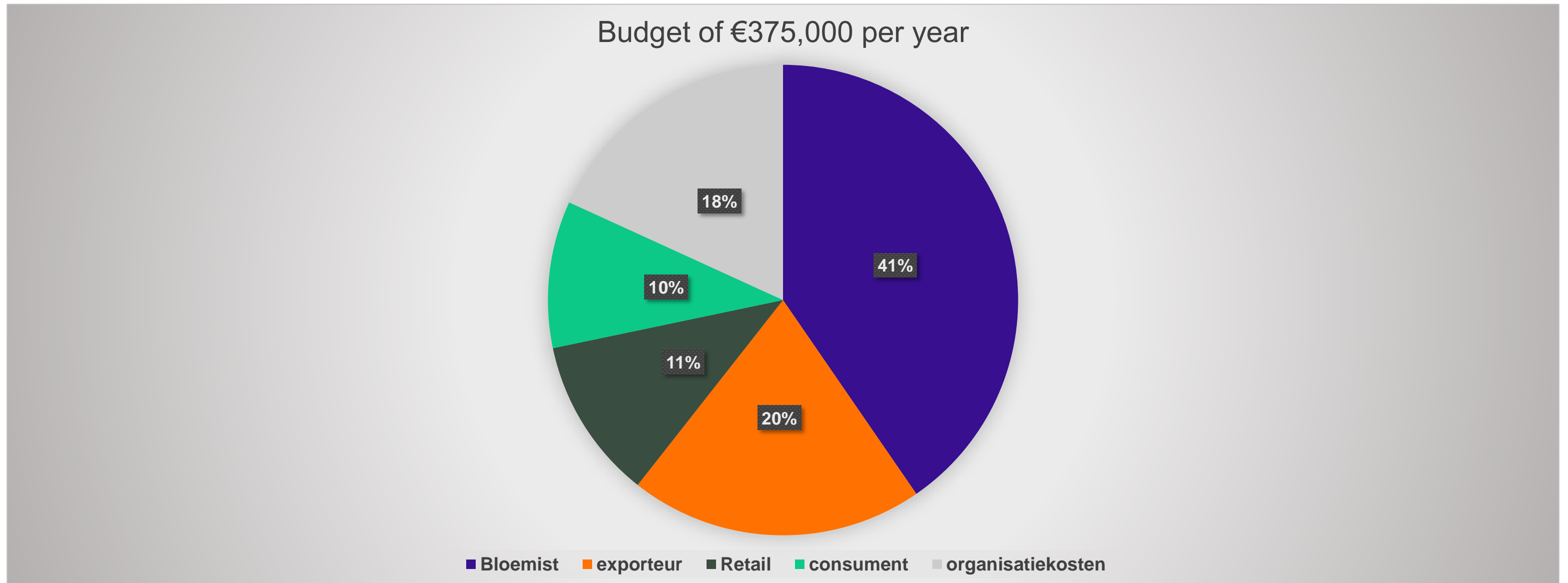
## In summary:

- In the coming three years, we will continue to focus our activities on our most important target group in our most important sales countries.
- We will continue to inform, inspire and stimulate florists and their suppliers to buy the assortment of 365 days of flowers.
- On a resource level, we will build on the investments and successes of past years. The florist survey will provide input for elaboration of and follow-up to these activities.
- In addition and in collaboration with the Promotion Committee, we will examine whether the results of the survey give cause for the (further) development of the activities that are in keeping with the strategic choices that we have made.

***Would you like to contribute ideas to this? Please sign up for the Promotion Committee***

**365** *vith gerardgardien@royalfloraholland.com or tel. +31 (0)6 51 789 746*  
dagen bloemen

# 5. Budget allocation per target group in broad outline



# VOTING

A vibrant autumn-themed floral arrangement is the central focus of the image. The bouquet is composed of various flowers and greenery, including purple chrysanthemums, red dahlias, yellow chrysanthemums, and a large orange-red calla lily. The arrangement is set against a purple fabric backdrop and is placed on a wooden surface. The overall aesthetic is warm and seasonal.

You can read more about the voting process in the document 'What are you voting for?'



# Appeal!

*we are looking for enthusiastic committee  
members*

If you are enthusiastic about the promotion plan and would like to contribute ideas and take part in the conversation concerning activities, please contact Gerard Gardien;

[gerardgardien@royalfloraholland.com](mailto:gerardgardien@royalfloraholland.com)

tel. +31 (0)6 51 789 746

# Thank you for your attention

**We look forward to seeing you at the Keukenhof on 12 May**

**On behalf of the 365 days of flowers Promotion Committee**

**Gerard Gardien**

**[gerardgardien@royalfloraholland.com](mailto:gerardgardien@royalfloraholland.com)**

**365** 789746  
dagen bloemen