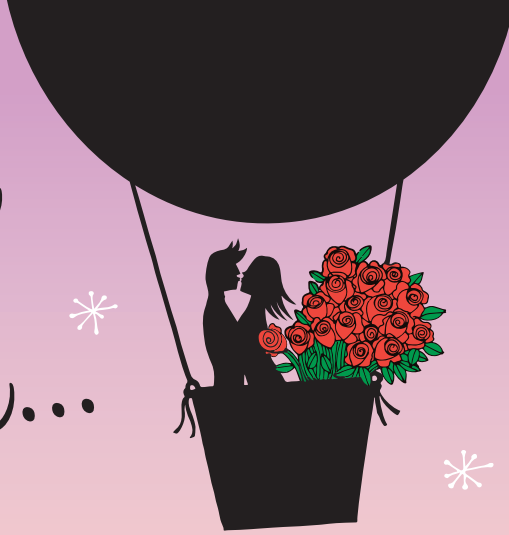


You can fly them to the moon...



but don't forget the flowers

This Valentine's Day nothing says 'I love you' like flowers!

RADIO

Hear the campaign throughout the day on:



ONLINE

Display advertising and social media:

Herald Sun

carsGuide.com.au

THE AUSTRALIAN

careerone

facebook

As we all know Flowers are a symbol of love, however when Valentine's Day falls on a weekend, romantics opt for the lavish gifts like weekends away or dinner out. But this Valentine's day we want everyone to know, its ok to wine and dine your loved one, you can fly them to the moon and back, but don't forget the flowers!

This year Flowers Victoria, Melbourne Market Authority and a number of industry members have joined forces to invest in a marketing campaign that aims to get people running to their local florists this Valentine's Day.

The campaign commences on Monday 8 Feb and includes a mix of radio, online and social media advertising. We will be directing our audience to their local florist and our website which includes fresh tips on the ultimate Valentine's Day gift.

The Melbourne Market Authority has developed a range of point of material for Florists to utilise. This material is available electronically free of charge in pdf format. Access your kit by heading to www.poweroftheflower.com.au

All point of sale material can be printed on large A2 posters. This year Art & Style (Shop 78a opposite Customer Service Centre), a tenant of the market will have A3 and A2 posters available for sale at \$5 and \$10 respectively. Aprons and T-shirts are also available from \$16.50. Posters can also be printed at your local Officeworks.

Let's get fresh cut flowers all over social media for love's most major event, by reminding your customers to upload photos on Instagram and Facebook. And have a happy Valentine's Day!

This campaign has been generously funded on the behalf of the industry by



Halit Flowers The Orchid Man Mr Fresh

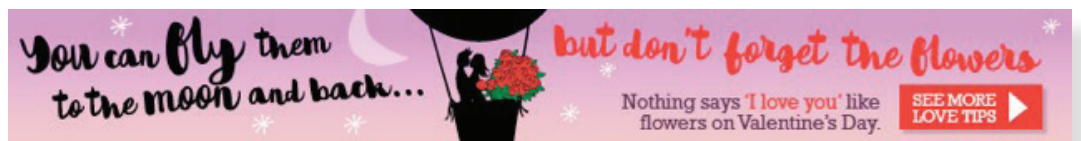
CAMPAIGN EXAMPLES



Printed banners



Poster to print at either A3 or A2 in PDF format, download from poweroftheflower.com.au
Order direct from accounts@artandstyle.com.au

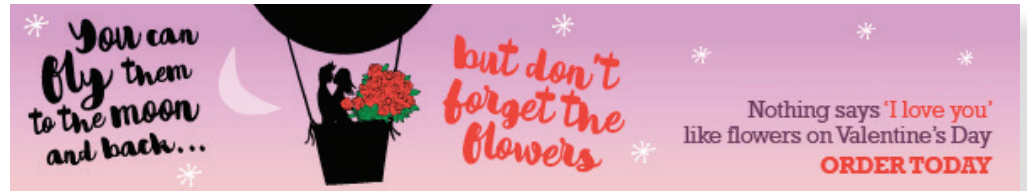


Samples of online banner ads



Window decals for florists, collect with your promotional pack

CAMPAIGN EXAMPLES



Florist campaign email signature



Marketfresh website Valentine's Day page banner

T-shirts and Aprons are available for purchase from \$16.50 each. Orders direct with Art and Style on accounts@artandstyle.com.au

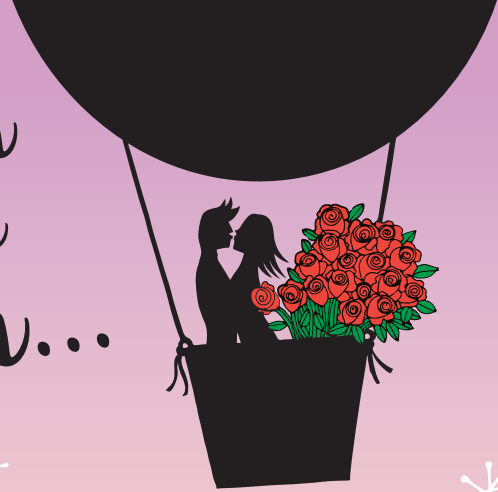


BLACK SHIRT



APRON

You can
fly them
to the moon...



HANDY MARKETING TIPS FOR FLORISTS

1. Offer a personalised, unique gift

There are so many ways to show you love someone with flowers. Whilst red roses remain the favourite for Valentine's Day, personalising a bouquet or customising to the recipient can mean so much more. Here are some ideas:

- Help your customer bring back memories of a special occasion. It could be recreating their wives bridal bouquet or using flowers that featured on the table at their first date.....it's the thought!
- Suggest flowers that match their partner's birth month at <http://marketfresh.com.au/flowers/occasion-guide/valentines-day.html>
- Ask your customer about where they will be going on Valentine's Day or check their partner's favourite place – are they a country gal, beach girl or stylish city chick? Create a product that suits
- Develop a product for each stage of a relationship; new relationship, truly committed, tie the knot
- Add a permanent element for the partner to keep and remind them of the thoughtful gift.

If the average 'bloke' can get some help on a gift that is going to earn him points and get his Valentine's Day off to a great start – you will create a loyal customer for ever!

2. Adjust your marketing materials to appeal to men

Your primary target market every other week of the year is women and your website has probably been developed in this way. Adjust your website and marketing copy to reflect different shopper types. Studies and surveys show that men and women shop differently. If your website is targeted at women, try and adjust the copy and visuals to appeal to men in the week leading up to Valentine's Day. We have created some online tiles that reflect our Valentine's Day campaign targeted at men that you may want to add to your website.

3. Work with your local cafés and restaurants to target their clientele

Cafés and restaurants in your local area will be buzzing with breakfast, lunch and dinner seatings – all booked out on Valentine's Day this year! As you know, Valentine's Day falls on a Sunday this year, so the hospitality industry are big winners – but you can also take advantage of this by working closely with your local cafés and restaurants.

A great way to drive sales is by working with cafés and restaurants to offer flowers for order to their patrons on Valentine's Day. Cafés and restaurants would simply offer the person booking a table for Valentine's Day the option of adding a special touch by having flowers on their table.

We have developed an email template and order form that you can send to your local cafés and restaurants.

but don't
forget the
flowers



HANDY MARKETING TIPS FOR FLORISTS

3 continued

What you need to do

Step 1. Develop a small product line that cafés and restaurants can offer their customers when taking Valentine's Day bookings

Things to consider :

- Keep it simple. Create options that easily fit on a dining table for two
- Competitively price your products so that cafés and restaurants can add a mark-up, and are therefore more likely to promote your product
- Offer free delivery and be flexible with delivery times
- Have a special offer to encourage large bookings

Step 2. List all the possible cafés and restaurants in your area. Websites such as **urbanspoon / zomato** can be really helpful

Step 3. Call the café / restaurant explaining the offer, followed by the email attached and the order form

Step 4. Follow up orders a few days prior

How wonderful to have all the cafés and restaurants in your area filled with flowers this Valentine's Day!

4. Leverage social media

As part of the Valentine's Day campaign we are letting Melburnians know that flowers are the essential part of any gift this Valentine's Day. On radio and social media, one of our key messages is...

This Valentine's Day weekend you can surprise her and take her away. You can wine her and dine her. Hey, you can fly her to the moon and back!!!!

But...DON'T forget the flowers. Huge mistake. Nothing says 'I love you' like flowers this Valentine's Day!

So use this information in your social media. "Don't Forget the Flowers" is key when posting on social media post. Create your own competition, asking your customers to upload a pic of the best flowers they have ever received, or ones they would like to receive.

Don't forget you are getting a new client base coming into your store (men). Encourage them to like your Facebook page by offering an incentive.

Also, we are seeing many of you social media savvy floral stylists out there showcasing your business – but for those of you getting started or just plain scared of all things 'insta', we have put together some brilliant Instagram tips to get you up and running in no time. Don't be shy, add your splash of colour and love to the world - NO excuses!

Nothing says
'I love you' like flowers
on Valentine's Day!



INSTAGRAM TIPS FOR FLORISTS

Are you proud of your arrangements? Do you sit back and admire your own handy work? Well why not let others enjoy it too, and drum up some business at the same time.

Get started and create a Business Account - It seems obvious, but by creating an Instagram account solely for your business, you can name your account with no limitations. Include a branded photo and link it to your website so your followers can distinguish you. You can also reach a wider audience by linking it to your Facebook account and other social platforms – so you can instantly share your photos with your fans and followers!

Hashtag, hashtag, hashtag! Use hashtags to market your photos to a wider audience. You can use both general and specific ones i.e. if you are a florist in Melbourne #flowers #melbourne #melbourne florist). Alternatively hashtag your company name (i.e. #flowersvic). Hashtags are a great way for people to find you through their Instagram searches.

Post clear and engaging photos - Who wants to look at blurry, out of focus photos? Your followers will engage with you so much more if you post nice clear photos. Save the blurry ones for your personal account on your big nights out!

Engage with your followers - Follow your followers back. Like their photos. Comment if you see something you like. Engaging with your followers will encourage them to engage with you. You can reward them with contests, promo codes and featuring user generated content on your page.

Timing is everything - Timing is very important with Instagram posting. People aren't checking Instagram in the middle of the night. The best times to post are first thing in the morning or late afternoon.

Be consistent - Have consistency across your posts, for example use a similar filter, if you're going to use a border, use the same one. Apps like whitagram and instasize allow you to post whole photos with a white border which will make your profile look neater. Consistency will also help brand your business.

Don't forget to #Poweroftheflower #nothingsaysiloveyoulikeflowers #flythemtothemoon #flowersmakeitright #iloveyouflowers

Making the most of your instagram

Show yourself off! - What better visual medium is there other than flowers! Highlight your windows, store promotions, favourite customers, installations, events, wedding arrangements, shop dogs, milestones and achievements. Also show them your workplace, staff and the culture behind your brand. It's a great way to celebrate your staff and show how much you value them. Everyone loves a well-connected workplace!

We can't wait to see you up there in lights. **Don't forget to follow and tag us at Flowers Vic!**



Instagram

[instagram.com/flowersvic](https://www.instagram.com/flowersvic)