

Press release

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Pink rules: Selecta one sends its Pink Kisses® on a tour of Germany

In the third year of its consumer campaign, Selecta one is once more stepping up its marketing for the Pink Kisses® pot carnation with additional offers and measures for specialist retail. In cooperation with Verband Deutscher Garten-Center e.V. (VDG, association of German garden centres), the hip potted plant is touring Germany across 20 garden centres with a ‘do-it-yourself’ promotion. The international focus on communication is also playing an ever greater role.

Share in the benefits of successful positioning at point of sale

The positioning of the Pink Kisses® pot carnation breeding programmes as a symbol of friendship between young women continues to drive the success of Selecta one’s consumer campaign in its third year. After the tagline ‘Pink Kisses® – As beautiful as our friendship’ once again managed to reach millions in the target group of 18- to 35-year-old women in 2018, the breeding company is mainly counting on support from specialist retail in sales and appealing to younger target groups in the 2019 season.

Pink Kisses® 2019 DIY tour across Germany

In May and June 2019, Pink Kisses® will be cooperating with the VDG on a do-it-yourself tour across Germany. The customers of 20 garden centres will be able to win great prizes and fashion unique presents from the pot carnation in just a few steps at an eye-catching promotion stand. The tour will be supported by intensive press activity and media co-operations, as well as via social media. The garden centres themselves will also receive comprehensive templates and resources for publicising their events. The participating garden centres and tour dates can be found at www.pink-kisses.eu/en.

Boost profits by presenting merchandise as part of a campaign

Pink Kisses® had already developed into a real bestseller soon after its launch, but retail outlets have still made little use of the additional potential of merchandise presentation away from the perennial department up to now. To allow specialist retail, above all, to benefit from demonstrably higher sales and margins, Selecta one is offering strategies and extensive material for sales promotion. In addition to the cultivation pots already established and the ‘Friendstick’, two variants of planters, pot covers and decorative pot bags for various pot sizes, promotional items such as lip balms, posters and banners as well as an attention-grabbing promotion stand designed for the campaign are now available. In addition, the sales display has been optimised for the presentation of plants as take-away products for the 2019 season. The look and feel of the campaign appeal emotionally to customers and lead to a noticeable decrease in price sensitivity.

However, specialist trade support is not limited merely to an advertising materials package with order contacts. Selecta one’s marketing team is also available for questions about attention-grabbing merchandise presentation and customised promotional campaigns.

Campaigns focused on communication via various channels relevant to the target group

The consumer campaign for Pink Kisses® relies on wide-reaching content marketing, in order to appeal emotionally to the target group through authentic storytelling. At the start of the season in April, a longing for nature and the many occasions for a sociable get-together act as bases for press activity and blogger cooperation. From June, everything will then revolve around home-made Pink Kisses® designs, alongside the DIY tour. The two friends behind the ‘kreativfieber’ blog are developing exclusive ‘friendship DIY’ for this and will also be on site themselves on one of the tour dates. From July, media co-operations and a large-scale social media prize draw will be joining Friends’ Day on 9 September.

Cooperation with the Landgard campaign, 'Flowers – 1,000 good reasons', will also be continued. This means that the themes of pink and friendship as well as trendy DIY will continue to be used without brands being named, in order to get the young target group enthusiastic about the pot carnation via social media and at events. The Pink Kisses® photo wall displaying pink friendship greetings quickly became a major attraction at International Green Week in Berlin in January this year.

The campaign is also making an impact internationally

Having received the TASPO Award 2018 in the 'Best Offer for the Next Generation' category, Selecta one was delighted with the official recognition of its marketing and communication strategy for Pink Kisses® by the green industry in Germany. But it is also the direct reactions of industry participants and, above all, market development that show how well the campaign has caught on – and not just in Germany. The prominence of Pink Kisses® is also increasing internationally, not least due to its presence at international trade fairs such as FlowerTrials or participation in consumer events such as the Dutch 'Kom in de Kas' ('Get into the Greenhouse') festival. Likewise, numerous press releases abroad testify to international interest in the campaign and the Pink Kisses® product. The Pink Kisses® website has been available in English at www.pink-kisses.eu/en since the beginning of the year as a basis for marketing in countries that speak languages other than German. Further measures are currently being planned.

Dates of the Pink Kisses® 2019 DIY tour:

Fri. 31 May, Moubis Pflanzhof, 48727 Billerbeck
Fri. 31 May, Blumen Ostmann, 28816 Stuhr
Sat. 1 June, FloraWelt, 46282 Dorsten
Sat. 1 June, Moubis Pflanzhof, 49479 Ibbenbüren
Fri. 7 June, Pötschke garden centre, 58239 Schwerte
Fri. 7 June, Holland garden centre, Märkisches Viertel, 13439 Berlin
Sat. 8 June, Mencke garden centre, 45549 Sprockhövel
Sat. 8 June, Rosengut Langerwisch, 14552 Michendorf
Thu. 13 June, Müller Blumen & Garten, 79227 Schallstadt
Fri. 14 June, Pflanzen Mauk, 74348 Lauffen
Sat. 15 June, Christ garden centre, 63695 Glauburg
Sat. 15 June, Voigt Pflanzhof, 06779 Raguhn-Jessnitz
Sun. 16 June, Grönfinger's, 18146 Rostock
Thu. 20 June, Höpener garden centre, 52499 Baesweiler
Fri. 21 June, Selbach garden centre, 51469 Bergisch Gladbach
Sat. 22 June, Blumen- und Pflanzenmarkt Rahlf, 23684 Schürsdorf
Sat. 22 June, Dinger's garden centre, 50829 Cologne
Fri. 28 June, Regines Blumen- und Gartenmarkt, 99947 Schönstedt
Sat. 29 June, Schlösser garden centre, 47447 Moers
Sat. 29 June, Lendes garden centre, 41238 Mönchengladbach

Selecta one

The family company Selecta one is a world-leader in breeding, producing and marketing vegetatively propagated ornamental plants. The breeding activities include bedding and balcony plants, poinsettias, perennials and cut flowers. With eleven production sites and distribution companies in Europe, Africa, Asia and America, the corporate group serves all relevant markets worldwide. Quality and sustainability are our key concepts for innovations in the product and marketing sector, whilst responsibility and reliability are the basic principles for our dealings with customers, members of staff and the environment. Our commercial objective is to create a green product world, to win over and inspire gardeners, the trade and the end consumer.

Contact

For further information or for picture requests please contact Ms. Milena Weller, Selecta Klemm GmbH & Co. KG, Hanfäcker 10, 70378 Stuttgart, Germany, Tel.: +49-(0)711-95325-245, m.weller@selecta-one.com